

# Kevin M. Richards

Senior Full-Stack Web Developer | SaaS Engineer | Systems Architect

Castana, Iowa • kevrich69@gmail.com

Portfolio: WebsiteGeni.com | PuzzleWizPro | YourPDFToolbox | BoostYourRanking.tools |

CastanaHoney.com

Infrastructure: Self-hosted NGINX + PHP environments

## PROFESSIONAL SUMMARY

Senior self-taught Full-Stack Web Developer and Systems Architect with 30+ years of experience designing, building, and deploying production-grade web platforms, SaaS products, AI-assisted tools, and scalable server infrastructures.

Proven track record of independently architecting complete systems including automated website generators, AI content platforms, PDF processing services, SEO optimization engines, publishing automation software, and game backends. Combines deep technical execution with strong product design instincts, UX focus, and business-driven engineering.

Known for shipping real products, owning projects end-to-end, and solving complex problems without supervision. Equally effective working independently or collaborating remotely with distributed teams.

## CORE TECHNICAL SKILLS

### Web & Software Development

- PHP 7–8.3 (procedural & OOP)
- JavaScript (ES6+), AJAX, JSON APIs
- HTML5, CSS3, Responsive UI/UX
- MySQL / MariaDB (5.5–8.0), schema design & optimization
- REST API design & integration
- Authentication systems, role-based access control

### Infrastructure & DevOps

- NGINX, Apache
- Linux (Ubuntu, Debian, Linux Mint)
- aaPanel & server control panels
- Cloudflare DNS, SSL/TLS
- Cron automation, background workers

- File systems, permissions, security hardening

## **AI & Automation**

- OpenAI / LLM integrations
- AI-powered content generation
- Image generation pipelines
- PDF generation & OCR workflows
- Prompt engineering
- AI video tooling pipelines

## **PRODUCTS & PLATFORMS BUILT**

- **WebsiteGeni** – Automated AI website generation system
- **PuzzleWizPro** – Puzzle book generation platform for Amazon KDP
- **YourPDFToolbox** – PDF utilities SaaS platform
- **BoostYourRanking.tools** – AI-powered SEO optimization engine
- **CastanaHoney.com** – E-commerce business website
- Self-hosted AI story-writing bots
- Mobile game backends & content systems
- Publishing automation tools for digital products

## **PROFESSIONAL EXPERIENCE**

### **Founder / Lead Developer — Multiple SaaS Platforms**

**2005 – Present | Remote / Self-Employed**

- Designed and built 20+ production web platforms from concept to deployment
- Architected complete database schemas and secure admin dashboards
- Built automated website generation engines reducing build time by 90%+
- Developed AI-powered SEO, publishing, and content generation systems
- Created puzzle book automation software used for Amazon KDP publishing
- Built PDF manipulation and document automation services
- Managed multi-server infrastructure across multiple domains and products
- Integrated payment processing, subscriptions, analytics, and reporting dashboards

- Designed scalable authentication systems and user management platforms
- Created branding systems, UI frameworks, and deployment workflows

### **Key Achievements**

- Launched multiple monetized SaaS platforms
- Built infrastructure serving thousands of generated digital assets
- Reduced manual content creation workflows by over 90%
- Published numerous commercial digital products

### **English Teacher (TESOL Certified) — Jiangshan Middle School**

**2009 – 2013 | Jiangshan City, Zhejiang Province, China**

- Taught junior and senior high school English
- Developed custom learning materials and curriculum
- Coached students to multiple provincial competition victories
- Awarded the **West Lake Friendship Award** for foreign educators
- Guided students to 1st-place wins in Zhejiang Province English competitions (2009, 2011)

resume

### **Computer Consultant (Self-Employed)**

**2002 – 2005 | Smithland, Iowa**

- Home and small-business IT support
- Hardware/software troubleshooting
- Custom PC builds
- End-user training

### **Additional Employment (Earlier Career)**

- Gateway (North Sioux City, SD) — 1991–2002
- Maple Heights Nursing Home — 2005–2009
- Bomgaars — 2015–2017
- Family Healthcare (caregiving) — 2013–2014

## **EDUCATION & CERTIFICATIONS**

- Advanced TESOL Certification — American TESOL Institute, Tampa, FL (2008)

- Business TESOL Certification — 2008
- Children's TESOL Certification — 2008
- GED — Columbus, Georgia (1986)

## **AWARDS & RECOGNITION**

- West Lake Friendship Award — Zhejiang Province (2010)
- Provincial English competition coaching awards (2009, 2011)

## **PROFESSIONAL STRENGTHS**

- Self-directed systems architect
- Product-focused engineering mindset
- Highly detail-oriented
- Strong problem solver
- High reliability & ownership mentality
- Clear technical communicator
- Patient mentor and collaborator

## **TARGET ROLES**

- Senior Web Developer
- Full-Stack Software Engineer (PHP)
- SaaS Engineer
- Backend Engineer
- Platform Engineer
- Automation Engineer
- AI Tools Developer
- Systems Architect