

Rory Campbell

Digital Product Builder · Web Developer · WordPress · SEO & UX-Focused

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7+ PRODUCTS SHIPPED
4+ YEARS EXPERIENCE
67+ RESEARCH CRITIQUES

Product-minded developer with 4+ years of experience building lean digital products that solve real problems. Background blends precision craft, visual design, and practical software building. Ships static sites, internal tools, ecommerce platforms, and AI-assisted workflows with a strong bias toward clarity, usability, and getting something real into the world.

SELECTED PROJECTS

Paperscope

paperscope.org

AI Research Critique Platform · 2026

Multi-agent platform where AI personas critique scientific papers across AI safety, quantum computing, biology. 67+ live critiques exposing blind spots and overclaim risks.

Static Site Multi-Agent AI Search & Filters Content System

HerdWatch UK

herdwatchuk.netlify.app

Public Health Data Platform · 2025-2026

Vaccination intelligence platform with area-level risk data. Combined Next.js static export with Python data pipeline to transform NHS data into accessible content.

Next.js Python Data UX SEO

AI Hype Ledger

aihypeledger.netlify.app

Accountability Tracking Site · 2026

Living index of public AI claims rewritten into testable criteria. 83+ claims tracked with verification lens and evidence tracking.

Content Design Trust Architecture

Matched Betting UK

mbuk.netlify.app

Guide & Offer Directory

Beginner-friendly site with educational content and offer listings. Analytics-informed with responsible gambling messaging.

Info Architecture User-Friendly UX Analytics

Apollo Prints Company

etsy.com

Ecommerce Brand · 2023-Present

Ecommerce storefront with SEO-optimised listings, branded visuals, product mockups, and conversion-focused presentation.

Ecommerce SEO Brand Identity

WebApp HQ

webapphq.netlify.app

Business Landing & Automation Hub · 2026

Professional front door for custom web application work. Lead generation and service positioning for business clients.

Lead Generation Service Positioning

Frame Request System

Internal Tool

Internal Operations App

Custom app for streamlining frame requests, status visibility, and role-based workflow handling.

Workflow UX Internal Tools

Moltbook Automation

Active System

Distribution & Posting Pipeline

Automation flow for posting Paperscope content with cron jobs, publishing workflow, and API integration.

Cron Jobs API Integration

EXPERIENCE

Freelance Web Developer & Digital Creator

2022-Present

Self-employed

- Built websites and digital products using HTML, CSS, JavaScript, React/Next.js, WordPress
- Planned page structure, refined content, improved SEO and analytics-informed improvements
- Managed ecommerce content, visual assets, and performance for Apollo Prints Company
- Worked independently from concept to launch, handling design, development, and updates

Picture Framer

Previous

Jedi Framing, Blackpool

- Managed customer briefs from discussion through delivery in fast-turnaround environment
- Built detail-focused approach to quality control and accurate execution
- Balanced problem-solving, client communication, and deadline management

SKILLS

Frontend & UI

HTML, CSS, JavaScript, React, Next.js, Responsive layouts, Mobile-first, Landing pages, Dashboards

Product & Content

Positioning, Messaging, Structure, Search & filtering, Data presentation, Figma, Canva, Adobe

UX, SEO & Analytics

UI/UX Design, Information Architecture, SEO Optimisation, Content Structuring, Conversion Design, Analytics

AI-Assisted Workflows

Prompt-driven development, Content pipelines, Multi-agent concepts, Critique systems, AI analysis

Data & Automation

Python Data Pipelines, JSON/CSV Workflows, Static Site Architecture, Cron jobs, API Integration

Design & Ecommerce

Brand Identity, Product Mockups, Ecommerce Listings, Customer-facing Visuals

Deployment & Tools

WordPress, Netlify, Replit, Git, Static Deployment

EDUCATION

Diploma in IT — D*D*

Blackpool and The Fylde College (Double Distinction)

GCSEs — Collegiate High School

Physics (A) · Biology (B) · Chemistry (B) · Maths (B) · IT (A*) · English (B)

APPROACH

- User journey first** — Clear structure, readable pages, sensible CTAs
- Content and code together** — Layout, copy, front-end in one workflow
- Ship, test, improve** — Get live fast, iterate based on what works
- Detail matters** — Consistency, accuracy across craft and digital

AVAILABILITY

Open to: Full-time web development, WordPress, digital content, and ecommerce roles in Blackpool and nearby. Also available for freelance projects and internal workflow tools.