William David Dixon

Allendale, MI | (616) 850-4454 | wdixon@will-dixon.com
linkedin.com/in/william-d-79529a138 | will-dixon.com | github.com/wdixon512

Summary

Senior full-stack software engineer with 10+ years of coding experience across C#/.NET, React, TypeScript, and SQL, and a specialist in Kentico and Xperience by Kentico (XbK). Led delivery of the www.bdo.com relaunch and a full ecommerce build for rfmw.com (1M+ SKUs), both migrated from Kentico 13 to XbK, and served as tech lead and primary technical contact for 15+ agency clients. Known for fast delivery, clear communication with clients and stakeholders, and pragmatic, scalable architecture on Azure with CI/CD. Certified in Kentico 13 and Xperience by Kentico.

Skills

Languages: C#, TypeScript, JavaScript, SQL, HTML/CSS, Python, Java, C/C++
Frameworks & Frontend: .NET, React, Next.js, Angular, Vue, Svelte
CMS & Ecommerce: Xperience by Kentico, Kentico 13 (and earlier), Storyblok, faceted search, cart and checkout
Data & APIs: SQL Server, SSRS, MongoDB, Supabase, Firebase, GraphQL, REST, SOAP, XML
Cloud & DevOps: Azure, Azure DevOps, CI/CD pipelines, GitHub, Bitbucket, TFS
Practices: Software architecture, CQRS, functional programming, unit/integration/stress testing, AI-assisted development, Agile, Jira, technical leadership, mentoring, client communication

Experience

Software Engineer II | BDO | Apr 2026 – Present
- Led the www.bdo.com relaunch with an external vendor and large enterprise team, 2 weeks ahead of schedule
- Migrated BDO's flagship corporate site end to end from Kentico 13 to Xperience by Kentico (.NET)
- Used AI-assisted development workflows to accelerate delivery and raise code quality
- Architected and integrated custom features and extensions into BDO's enterprise Kentico solution
- Earned repeated kudos from leadership and stakeholders for ownership and collaboration on the launch

Web Application Engineer III | Xponential Technology Group (XTG) | May 2025 – Feb 2026
- Led a full ecommerce Xperience by Kentico build for rfmw.com (1M+ SKUs), migrated from Kentico 13
- Architected full-stack features using CQRS, functional programming patterns, and Azure cloud services
- Built product data pipelines from ERP, PIM, and CRM systems with automated daily imports
- Developed faceted search, shopping cart, and checkout flows with a TypeScript frontend and .NET backend
- Designed CI/CD pipelines and a multi-site architecture for scalable, channel-specific delivery

Full Stack Web Developer | BizStream | May 2022 – May 2025
- Tech lead, mentor, and primary technical point of contact for 15+ clients
- Led full-stack CMS implementations across multiple versions of Kentico and Storyblok
- Architected internal .NET projects and reusable templates to accelerate delivery
- Designed, maintained, and optimized CI/CD pipelines and cloud implementations for diverse client requirements

SQL Developer | Auto-Owners Insurance | Jan 2021 – May 2022
- Built, tested, maintained, and automated delivery of 100+ company reports for the Data Reporting Services team
- Used SQL, SSRS, FDS, TFS, and Jira for report development and delivery

Projects

DM Squire | dmsquire.com | D&D 5e combat and initiative tracker for DMs (Next.js, React, Chakra UI, Firebase)
ahprice | ahprice.com | WoW auction-price addon, sync helper, and price site with a public MCP server (Python)
Personal Site | will-dixon.com | Portfolio and personal site (Next.js, React, Chakra UI, Vercel)

Education

B.S. Computer Science | Michigan State University | 2021

Certifications

Xperience by Kentico Developer Certification | Kentico 13 Developer Certification