Joey de Villa

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Summary

Senior Developer Advocate with 15+ years creating technical content, building AI developer communities, and evangelizing open-source technologies. Currently teaching AI/ML development (PyTorch, LangChain, RAG, agentic AI) to 2,100+ developers in Tampa Bay AI Meetup. Created 10M+ pageviews of tutorials, demos, and technical content across nearly 5,000 articles. Presented at 30+ conferences including Kansas City Developer Conference 2025, with proven ability to translate complex AI architectures into compelling narratives that empower developers.

Expert at building developer communities from zero, creating reference architectures and solution patterns, and establishing feedback loops between developers and product teams (Auth0: 40% improvement in time-to-first-success). Strong cross-functional collaborator with product management, engineering, and go-to-market teams. Actively learning Apache Kafka, Cassandra, and OpenSearch to create AI-focused content demonstrating how open-source data platforms enable agentic AI applications, RAG pipelines, and real-time AI inference.

Core Competencies

AI Technical Expertise

- Teaching AI/ML development: PyTorch, LangChain, RAG implementations, vector databases, embeddings
- LLM-powered applications: OpenAI, Anthropic Claude, Writer Palmyra, Google Gemini APIs
- Agentic AI architectures: Model Context Protocol (MCP) servers, autonomous agents
- AI data pipelines: Understanding streaming architectures, real-time inference, vector search
- Recent presentations: "Make Smarter AI Apps with RAG," "Building MCP Servers"

Technical Content Creation & Evangelism

- 10M+ pageviews across 5,000 technical articles demonstrating sustained quality
- Tutorials & demos: HP (12 complete applications in 8 weeks), Auth0 (50+ tutorials)
- Code samples & reference architectures: GitHub repos, developer cookbooks, quickstart kits
- Video content: YouTube channel, 30+ conference recordings, technical demonstrations
- Blog posts: Global Nerdy (10M+ pageviews), Auth0 Developer Blog (0→20K+ monthly readers)

Developer Community Engagement

- Leading Tampa Bay AI Meetup: 2,100+ members, monthly workshops on agentic AI and RAG
- Tampa Bay Python: 2,100+ members (fastest-growing meetup), focus on AI/ML frameworks
- Built AI developer communities from 0→2,100+ through valuable content and consistent engagement
- Active daily on Slack, Discord, GitHub answering questions and supporting developers
- Open-source participation: GitHub contributions, conference talks, technical blog posts

Conference Speaking & Presentations

- 30+ technical presentations at industry conferences: Kansas City Developer Conference, Civo Navigate, BSides Tampa, DevOpsDays
- Highest-rated speaker at RWDevCon 2018 based on attendee feedback surveys
- Conference travel comfortable: 20-30% travel for events, conventions, customer engagements
- Workshop facilitation: 4-hour hands-on sessions where attendees built working applications
- Virtual and in-person: webinars, online workshops, booth presence, keynotes

Product-Aligned Developer Experience

- Auth0: Established feedback loops achieving 40% improvement in developer time-to-first-success
- Shopify: Bridged ecosystem developers and product team, managed $1M developer fund
- Close collaboration with product management: Translate product vision into developer-resonant content
- Validated product hypotheses through prototyping and developer feedback
- Developer insights directly influenced SDK roadmaps and product decisions at multiple companies

Technical Leadership & Cross-Functional Collaboration

- 15+ years production software development experience (Python primary, JavaScript/TypeScript, others)
- Work autonomously with product, engineering, marketing teams across distributed organizations
- Subject matter expertise: Synthesizing technical requirements and developer perspectives
- API design & integration patterns: Documentation, developer experience improvements
- Troubleshooting: Daily technical support in communities, forums, GitHub issues

Open Source Data Platforms (Actively Learning)

- Currently learning Apache Kafka, Apache Cassandra, OpenSearch for AI use cases
- Building reference architectures: RAG applications with streaming data pipelines
- Understanding distributed systems, event-driven architectures, NoSQL databases
- PostgreSQL: Database fundamentals, SQL, data modeling concepts
- Focus: How these platforms enable AI workloads (vector search, real-time inference, data pipelines)

Professional experience

Consultant • Atypical Consulting, LLC
July 2020 - present · Tampa, FL

AI Community Leadership & Teaching

Tampa Bay AI Meetup - Organizer (2,100+ members)
- Built AI developer community to 2,100+ members through monthly technical workshops and presentations
- Recent presentations: "Building MCP Servers" (agentic AI), "Make Smarter AI Apps with RAG"
- Active Slack community with daily Q&A, resource sharing, hands-on debugging support
- Teaching developers building agentic AI applications, RAG systems, LLM-powered solutions
- Monthly engagement: workshops, live demos, hands-on coding sessions

Tampa Bay Python - Lead Organizer (2,100+ members, fastest-growing)
- Monthly Python workshops emphasizing AI/ML frameworks: PyTorch, LangChain, vector databases
- Supporting developers building AI applications with Python for data processing, inference, training
- Built from zero to region's fastest-growing meetup through consistent, valuable technical content

Computer Coach Training Center - Python/AI Instructor (July 2020 - Present)
- Designed and teach "Intro to Python and AI Development" (40-hour comprehensive course)
- Curriculum: PyTorch, LangChain, LLM APIs, RAG implementations, vector databases, embeddings
- Teaching agentic AI concepts: autonomous agents, tool usage, Model Context Protocol
- AI data pipelines: streaming architectures, real-time inference, MLOps fundamentals
- Hundreds of developers trained in practical AI/ML development

Developer Relations Consulting - Multiple Clients

HP - Developer Relations Engineer, ZGX Nano (Aug - Nov 2025)
- Built 12 complete demo applications in 8 weeks with comprehensive documentation
- Created 50+ pages of technical tutorials demonstrating AI workload implementations
- Reference architectures for GPU-accelerated AI development on HP AI workstations
- Video content: explainer videos, technical walkthroughs, hands-on demonstrations

[Writer](#) - Developer Relations Consultant (Aug 2024 - Jan 2025)
- Created developer cookbooks: Jupyter Notebooks with LLM API integration examples
- API documentation for Palmyra LLM APIs showing integration patterns
- Code samples demonstrating agentic AI applications with LLM tool usage
- Community support: Active on Slack/forums helping developers build AI applications

[Packfiles](#) - Technical Experience Lead (Dec 2024 - Apr 2025)
- Wrote comprehensive documentation reducing developer onboarding time 60%
- Created video tutorials and interactive demos for technical workflows
- Developer feedback: Gathered insights improving product experience

[Unified.to](#) - Developer Relations Consultant (Apr - Jun 2024)
- Doubled developer engagement in 2 months through strategic technical content
- API integration tutorials: Code examples, reference implementations
- Video content for YouTube: Technical demonstrations, integration patterns

Community Content Creation

- Global Nerdy blog: 10M+ pageviews with in-depth AI tutorials, demos, technical articles
- YouTube channel: Technical demonstrations, code walkthroughs, AI concept explainers
- Weekly Tampa Bay Tech Events List: Python automation (open-sourced on GitHub)
- Active GitHub: Public projects, AI demos, code examples, open-source contributions

Senior Developer Advocate, Content • [Auth0](#) by [Okta](#)
October 2020 - April 2024 • San Francisco, CA — working remotely from Tampa, FL

Developer Community Engagement & Product Feedback
- Established feedback loops achieving 40% improvement in developer time-to-first-success
- Active daily in forums, Slack, GitHub answering questions and supporting developers
- Developer insights directly influenced SDK roadmap priorities and product decisions
- Synthesized pain points and worked with product owners to prioritize improvements
- Represented Auth0 at PyCon US 2022 & 2023, ng-conf 2022 with booth presence

Technical Content Creation at Scale
- Published 50+ in-depth technical tutorials with production-ready code examples
- Grew mobile developer readership from 0→20,000+ monthly through compelling content
- Created quickstart kits for .NET, iOS, Android that became canonical developer references
- Video content: OktaDev YouTube channel with technical demonstrations
- Auth0 articles rank higher than vendor documentation in search results (SEO excellence)

Cross-Functional Collaboration
- Close partnership with product management: Translated product vision into developer content
- Engineering collaboration: SDK feedback, API design input, integration pattern improvements
- Marketing alignment: Content strategy supporting growth and adoption goals
- Remote success: 3.5 years working from Tampa for San Francisco-based team

Conference Representation & Speaking
- PyCon US 2022 & 2023: Booth presence, developer conversations, community engagement
- ng-conf 2022: Mobile authentication demonstrations, technical Q&A
- Oktane 2023: Created content for conference app, demonstrated passkey features

Author / Technical Educator • [Kodeco](#) (formerly RayWenderlich.com)
July 2017 - present • Richmond, VA — working remotely from Tampa, FL

AI & Technical Content Creation
- Author: *[Python for AI: A Crash Course](#)* - comprehensive lesson series for AI/ML developers
- Teaching Python specifically for AI applications: frameworks, data processing, model integration
- Co-author: *[iOS Apprentice, 8th Edition](#)* - rewrote major sections with modern frameworks

- Video course: *Beginning ARKit* with 4 original demo apps
- Articles on Android/Kotlin development

Technical Expertise & Speaking
- Highest-rated speaker at RWDevCon 2018 based on attendee surveys
- 4-hour hands-on workshop: Attendees built 4 working applications with live coding
- Technical depth with accessibility: Complex topics made understandable for diverse audiences

Platform Evangelist • Shopify
May 2011 - May 2012 · Ottawa and Toronto, Canada

Developer Community & Product Feedback
- API documentation and sample code (Ruby/JavaScript) for Shopify's developer platform
- Established feedback loops between ecosystem developers and product team
- Managed $1M developer fund supporting ecosystem app development
- Technical articles for Shopify's technology blog (developer and designer audiences)

Community Growth & Engagement
- Doubled company's Twitter followers through consistent developer engagement
- Represented Shopify at BarCamp Tour 2011 across 9 U.S. cities
- Conference speaking and workshop facilitation for developer audiences

Developer Evangelist • Microsoft Canada
October 2008 - April 2011 · Toronto, Canada

Content Creation at Scale
- Created 750+ technical tutorials over 3 years (Microsoft Canada's most prolific blogger)
- Edited *MSDN Flash* newsletter (50,000 subscribers bi-weekly)
- Maintained code examples and sample projects

Conference Organization & Speaking
- Co-organized TechDays conference series across 8 Canadian cities
- Led developer tracks, created sessions, coordinated speakers
- Traveled across Canada delivering presentations and hands-on workshops
- Led Windows Phone 7 developer program: tools, documentation, training, events

Community Building
- Led Windows Phone 7 Canadian "breadth" developer program (pre-release access, training, events)
- Coordinated early app development to seed app store
- Built relationships with skeptical developer communities

Other experience
- **Senior Mobile Developer, Lilypad (2019-2020):** Production JavaScript/TypeScript (360K+ lines)
- **Lead Product Manager, Sourcetoad (2017-2019):** Client work, 50% sales growth
- **Technology Evangelist, Smartrac** (2016-2017): RFID/IoT platform evangelism
- **CTO, Comprehensive Technology Solutions (2012-2013):** Consulting, mobile strategy
- **Various developer relations roles** (2000-2008): Evangelism, community building, content

AI Technologies & Frameworks

AI/ML Development
- Frameworks: PyTorch (teaching), LangChain, LangGraph concepts
- LLM APIs: OpenAI GPT, Anthropic Claude, Writer Palmyra, Google Gemini
- Vector Databases: Embeddings, similarity search, RAG implementations
- AI Architectures: Agentic AI, Model Context Protocol (MCP), autonomous agents
- RAG Systems: Retrieval-Augmented Generation pipelines, vector search integration

Programming Languages
- Primary: Python (15+ years - AI/ML, backend, automation, data processing)
- Production: JavaScript/Node.js, TypeScript (full-stack applications)
- Additional: bash scripting, SQL, Swift, Kotlin, Ruby, C#

Open Source Data Platforms (Actively Learning)
- Apache Kafka: Streaming architectures, event-driven systems for AI data pipelines
- Apache Cassandra: NoSQL databases, distributed data stores for AI applications
- OpenSearch: Vector search, embeddings, similarity search for RAG use cases
- PostgreSQL: Relational databases, SQL, data modeling
- Understanding: How these platforms enable AI workloads at scale

Development Tools & Platforms
- Git/GitHub (workflows, actions, open-source contributions)
- Docker, containers, cloud platforms (AWS, Azure exposure)
- API development, integration patterns, SDK design
- CI/CD pipelines, deployment automation

Measurable impact

AI Community Building
- Tampa Bay AI Meetup: 2,100+ members with sustainable growth
- Tampa Bay Python: 2,100+ members, fastest-growing in region
- Total communities: 6,000+ combined members across 4 meetups

Content Creation Excellence
- 10M+ pageviews on *Global Nerdy* demonstrating sustained content quality over 15+ years
- Auth0: 0 → 20K+ monthly mobile developer readers
- HP: 12 complete demos in 8 weeks (proven velocity for reference architectures)
- Microsoft: 750+ articles over 3 years

Developer Success & Product Impact
- 40% improvement in time-to-first-success (Auth0)
- 60% reduction in onboarding time (Packfiles)
- Product improvements driven by community feedback at multiple companies

Conference Impact
- Highest-rated speaker at RWDevCon 2018 based on attendee surveys
- 30+ presentations reaching thousands of AI and ML developers
- Consistent positive feedback on technical depth and accessibility

Education

Bachelor of Science, Computer Science
Queen's University, Kingston, ON, Canada