

BRANDON ZIPPE

SKILLS

Multiple years of experience with front-end languages including HTML, CSS, JavaScript, and JQuery. Also proficient in front-end preprocessors & frameworks including SASS/LESS, Bootstrap, and several JS libraries. Technically skilled in multiple CMS platforms (Graph, WordPress, Shopify), GIT, SVN, Visual Studio, and Adobe Creative Suite.

LANGUAGE PROFICIENCY

Expert

HTML, CSS & Multiple Preprocessors, JavaScript, JQuery

Intermediate

C#, .NET, Razor, Blazor, React Native

Novice

SQL, PHP, Python

OBJECTIVE

With the skillsets of both a designer and a developer, I am seeking a front-end development role that will allow me to continue to create beautiful UI experiences.

EXPERIENCE

UX/UI Engineer | TicketCity | May 2017 - Current

- ❖ Maintain and update .NET core apps and website code base.
- ❖ Identify, troubleshoot and provide solutions to UX problems.
- ❖ Continuous development of website based on analytics to provide best user experience.
- ❖ Build and execute custom A/B tests on website to track with Google Optimize.
- ❖ Create and use APIs to interact with partners & affiliates.

UX/UI Web Developer | Personify | April 2016 - May 2017

- ❖ Converted static wireframes to web controls using HTML, CSS, and JavaScript.
- ❖ Created and maintained pattern libraries for software controls.
- ❖ Worked on product estimation that included team members, and the development hours required.
- ❖ Interpreted and executed designs correctly, as requested by clients.
- ❖ Optimized website performance using latest technology.

UI Designer | TicketCity | Jan. 2012 - April 2016

- ❖ Managed user testing and A/B testing platforms as well as implemented code changes of successful tests.
- ❖ Designed, implemented, and maintained web content/layouts to achieve and fulfill UI principles.
- ❖ Created templates for coding, design, comps, mockups and wireframes.

MAJOR ACHIEVEMENTS

- ❖ Built .NET Core app with Blazor that could be customized from site to site using Sass based skins.
- ❖ Increased website performance and reduced overall code base size by 50% by modernizing JS code, integrating Sass, and removing legacy code.
- ❖ Implemented responsive redesign that increased mobile conversion rate by 207%, mobile revenue by 277%, and mobile sessions by 42%.
- ❖ Lead a redesign of UI controls reducing page load by 50% and generating an increase in conversion rate by 22%.
- ❖ Achieved an increase on active conversion rate by 40% with A/B tested improvements to event pages.
- ❖ Developed and maintained user-centric content strategy that increased page duration across platforms (31% mobile increase, 25% desktop increase, 5% tablet increase).
- ❖ Designed and built wireframes for the TicketCity app.

EDUCATION

BS Psychology | Texas State University | December 2010

Though I did not have front-end development in mind during my time as a student, the knowledge I gained understanding human behavior has had a great impact on my career as a front-end developer.

CONTACT INFO



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