

Spenser McConnell

FRONT-END DEVELOPER & UI/UX DESIGNER



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EDUCATION

Web Design & Development | Ivy Community College | 2011-2015

High School Diploma Penn Foster High School 2003-2007

CORE STRENGTHS

Front-End Development
Software/Product Development
Project Management
Brand Development
Digital Advertising
Digital & Social Media Marketing
E-Commerce & Sales Strategy
Customer Experience Management
User Experience (UX) Design
User Interface (UI) Design
Rapid Prototyping
Programming & Scripting
Networking/System Administration
Troubleshooting & Debugging
Integration Testing
A/B Testing
Installation & Configuration
Market Research & Analysis
Lean & Agile Methodology
Cross-Functional Team Leadership
Multidisciplinary Collaboration
Interpersonal Communication
Staff Training & Development
Coaching & Mentoring
Complex Problem Solving
Analytical Skills
Time Management

CAREER SUMMARY

Analytical and results-driven developer with a legacy of empowering clients by fueling brand awareness, revenue growth, and profitability. Expertise spans all facets of front-end development in addition to UX/UI design, client experience management, branding, social media marketing & more. Personable and outgoing with a robust combination of leadership, communication, and problem-solving skills. Extensive work in the WordPress ecosystem including HTML, CSS, JavaScript, PHP, & MySQL in addition to experience with multiple JavaScript frameworks including AngularJS, ReactJS, and others. Ability to develop and implement user-facing features & rapid prototypes while ensuring the feasibility for all technical requirements. Well adept in optimizing code for speed through rigorous testing while leading & empowering teams to deliver consistently uncompromised results. Envisions leveraging extensive experience, skillset, & passion to obtain a challenging new role in UI/UX or Front-End Development.

PROFESSIONAL EXPERIENCE

Web Developer & Technical Project Manager | UNINCORPORATED | May 2022 – present

- Conduct comprehensive research and planning at the outset of each project, understanding client needs and market trends to inform the development of dynamic websites and custom software solutions.
- Develop dynamic websites and build custom WordPress plugins tailored to client needs, ensuring optimal functionality and user experience.
- Conduct rigorous testing and quality checks pre-launch, swiftly identifying and rectifying bugs to ensure seamless website performance.
- Oversee project timelines and task distribution, diligently tracking project budgets and milestones to ensure timely and within-budget delivery.
- Facilitate regular communication with clients, designers, specialists, and third-party vendors, fostering collaborative relationships and ensuring projects meet the highest standards of quality and client satisfaction.
- Establish and implement standard operating procedures and best practice standards for the company, fostering a culture of excellence, consistency, and continuous improvement in all web development and project management activities.

Owner & Website Developer (Self-Employed) | Surreal Studio (DBA) | Apr 2011 – present

- Empowered clients by working collaboratively to understand their business and technical needs to design innovative solutions to improve results.
- Built and maintained robust relationships with a diverse range of clientele, while managing projects and campaigns from ideation to closure.
- Fueled engagement across the social and digital stratosphere by delivering innovative target audience-specific marketing campaigns.
- Designed and delivered brand-specific logos, graphics, and personal and eCommerce websites.
- Maintained accountability for orchestrating hosting and maintaining client websites, domains, and email; and liaised with clients routinely to discuss performance metrics and to suggest possible adjustments.
- Enhanced client satisfaction by spearheading and resolving customer questions or issues in a timely manner, while remaining steadfastly abreast of new market conditions and consumer tendencies.

TECHNICAL SKILLS & TECHNOLOGIES

HTML5
CSS / SASS
JavaScript
jQuery
ReactJS
NextJS
NodeJS
PHP
WordPress
MySQL
Git /GitHub
REST API
JSON
Python
CLI
VS Code
OpenAI
Adobe Creative Suite (Photoshop, Illustrator, XD, & After Effects)
Figma
Facebook Ads Manager
Windows, Mac OS, & Linux
MS Office Suite (Word, Excel, PowerPoint, & Outlook)

PROJECTS I'VE WORKED ON

[Hoosierlottery.com](#) | Responsive Website Retrofit / UI Update

[Mill Race Marathon](#) | Website

[Great Water Alliance](#) | Website

Visit my [portfolio site](#) for more projects.

BRANDS I'VE WORKED WITH

USC – University of South California
Indianapolis Motor Speedway
Michelob Golden Light
Humana
Bel-Ray
Hoosier Lottery
Peavey Electronics

References available upon request

EXPERIENCE CONTINUED

Senior Digital Developer | MKR (Formerly Mortenson, Safar, Kim) | Nov 2015 – Sep 2017

- Improved engagement in line with client specific metrics by organizing, designing, and programming digital content, including responsive websites, animated digital ads, and social media.
- Enhanced product quality by coordinating cross-functionally within a team environment to facilitate timely and relevant communications and timelines.
- Empowered junior developers by training and coaching them while supplying regular feedback and encouragement.
- Simultaneously managed multiple projects prioritizing approaching timelines to ensure deadlines were never missed.

Front-End Developer & Customer Experience Consultant | Humana | Apr 2015 – Nov 2015

- Leveraged the Lean Startup Methodology to design, program, and perform integration testing, while serving as a Front-End Developer and Customer Experience Consultant in the Service Experience of the Future department.
- Debugged and troubleshoot code-related issues and defects while instilling confidence in our ability to deliver quality products to clients.
- Spearheaded and addressed customer pain points by developing, testing, and evaluating rapid prototypes, while remaining steadfastly abreast of new best practices and technologies.

Associate Technical Consultant | Perficient | Apr 2015 – Nov 2015

- Enabled clients to make more informed decisions to accelerate their businesses, while serving as a Technical Consultant for Perficient.
- Garnered a thorough understanding of each client's unique business and technical requirements.
- Enhanced client satisfaction by delivering detailed design documentation, unit test plans, and code.
- Represented the company professionally at client meetings while instilling confidence in our ability to deliver consistently uncompromised results.

Web Developer | Joust Multimedia | Feb 2012 – Mar 2015

- Developed extensive experience in the WordPress ecosystem, including (but not limited to) HTML, CSS, PHP, JavaScript, and jQuery, while designing and coding dynamic and responsive websites.
- Maintained accountability for managing projects from requirements gathering to delivery while ensuring all tasks were executed consistently on time, budget, and scope.
- Liaised with clients as a subject matter expert and first point of contact while addressing their goals to design UI and visual designs for online applications and websites.
- Increased speed, performance, and reliability by performing rigorous testing to ensure the end product met all technical, creative, and client requirements.

Head Technician & Sales Rep | Total Telecom | Jul 2004 – Oct 2012

- Improved revenue by selling, installing, maintaining, and repairing security systems, alarm devices, computers, network equipment, and surveillance equipment.
- Consulted clients to understand their technical and/or security requirements.
- Enhanced teamwide performance by training technicians to install equipment & wiring per industry standard; and supervised technicians to ensure equipment worked properly.
- Controlled costs by maintaining inventory while ensuring my team had the resources & knowledge needed to succeed.