

Dan Brady

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Northern & Central NJ

Use LinkedIn for Contact

DIGITAL UI / FRONT END DEVELOPER

A versatile front end developer with a background in visual design and more than 15+ years of experience implementing large-scale, responsive/mobile websites, apps, and interactive user interfaces. Collaborative and highly motivated with an enthusiasm for learning and adopting emerging technologies to enhance the user experience.

CORE CAPABILITIES

TECHNICAL

HTML5, CSS3/SASS, JavaScript/ES6

Adobe Photoshop/Illustrator/SVG

REST APIs/AJAX/JSON

PHP, .NET/C#, JSP/Java Integrations

Web/Banner Animation (CSS, GSAP)

Design Frameworks/Libraries
(Bootstrap, Material Design)

Tooling: Gulp/Grunt/NPM/DevTools

Git/TFS/SVN

Code Linting/Quality Tests

Terminal/CLI

SPECIALITIES

Custom UI development

Responsive and mobile design

Cross-browser/device/platform development

Converting PSD/AI/wireframes into functional web assets

Browser/device troubleshooting & debugging

Cross-discipline collaboration: UX, visual design, backend developers

Scalable/modular/maintainable CSS architecture

Site performance optimization

Responsive HTML email development

On-page SEO and site optimization development best practices

STRONG

Sharepoint 2013 branding/customization, WordPress theming/implementation, Rapid Prototyping (Axure, Adobe XD), Google PageSpeed Insights analysis/remediation, Accessibility practices and standards (WCAG AA)

PROFICIENT

C#/.Net, PHP, JSP/Java, SQL, Python, Google Analytics, Email Marketing Platforms

PROFESSIONAL EXPERIENCE

UI / Front End Developer - *Logical Design Solutions, Inc.* Florham Park, NJ

OCT 1999 - PRESENT

Perform multiple roles for a variety of diverse clients and projects including: lead or sole front end engineer, visual designer, UX designer, QA & performance analyst, accessibility consultant, and technical researcher/prototyper.

SELECTED PROJECTS

eBay, *Global HR Intranet Portal Redesign*

Developed an experience to help managers and employees across 30 countries with their day-to-day HR needs including: hiring and onboarding, inbox/task lists, profile management, team viewer, direct report management.

- Developed Sharepoint branded templates, page layouts, and 30+ custom WebParts components
- Coordinated all front end engineering efforts while collaborating with designers, user experience strategists, content analysts, and back end engineers
- Engineered AJAX-enabled interactions for processing JSON through REST API that interfaces with cloud HCM (Workday)
- Created front end build process to automate tasks for code linting, minification, concatenation, and bundling

Marsh & McLennan, Global Intranet Mobile Web App

Create a mobile and social experience for global company and its subsidiaries to connect 50k+ employees.

- Led front end engineering efforts to customize a UI framework to build a mobile-friendly, responsive app and integrate native mobile capabilities: local office locator with GPS and Google Maps API, photo attachments, phone calls, etc
- Developed front end build process using GulpJS to streamline tasks, increase productivity, and efficiency
- Created heavily branded customization of Sharepoint social features: newsfeed, blog, organization directory
- Executed actual and perceived performance techniques to ensure pages loaded quickly/efficiently

Logical Design Solutions, Corporate Website Redesign and Marketing Campaigns

Transform public site (lds.com) to modern design, streamline maintenance, and support marketing objectives.

- Led front end engineering to create 15+ responsive WordPress templates for custom theme
- Developed highly dynamic and visually engaging, responsive landing pages, and animated banners for marketing campaigns
- Analyzed/remediated SEO and PageSpeed Insights issues and utilized web analytics to enhance user experience, mobile performance, and user tracking activity
- Created responsive HTML email templates and assessed various email marketing platforms capabilities

Citi, Global HR Intranet Redesign Design Specification

Document the envisioned redesign of manager/employee experiences of a global HR site.

- Authored responsive web design considerations for page layouts and detailed components' design and functionality requirements
- Standardized and made uniform disparate design treatments from multiple visual designers and UX strategists
- Assisted client implementation team with front end tasks during final phase to meet deadline

Prudential, Learning Management System (LMS) Rebranding

- Developed client-side assets to rebrand the landing page to the corporate LMS (SumTotal)
- Advised and aligned with visual designer on interface capabilities, possibilities, and future-proofing
- Evaluated documentation and coordinated with vendor to ensure asset integrity and production-ready

Prudential, Corporate HR Site Accessibility Analysis

- Evaluated third-party generated report to identify, research, and clarify accessibility issues
- Ranked severity of issues according to impact to user experience
- Prioritized and recommended fixes for client development team to remediate

EDUCATION

Fairleigh Dickinson University, Madison, NJ

B.A. - *Graphic Design*, 1999

Professional Training - *Coursera, Lynda.com, Udacity, edX*

Dedicated and continuous use of learning platforms in areas such as: modern development frameworks, interface design & prototyping, web site performance, and data visualization/analysis.

AWARDS

2017 Interactive Media Awards / *Best in Class*

2016 IABC / *Gold Quill Award*

2015 Ragan Award / *Award for Value to Employees*

2010 DTC National Advertising / *Gold Award*

2006 PhAME Award / *First Place*

2002, 2006 WebAward /

Outstanding Achievement in Website Development