ANDREW ASHLEY

315-296-6660 | andrewt.ashley@gmail.com

Software Engineer | Sr. Front-End Developer

PROFESSIONAL SUMMARY ------

Experienced Software Engineer with a strong background in front-end and full-stack development, focusing on React.js, UI/UX design, and API development. Familiar with TypeScript and other strongly typed languages. I bring a strong attention to detail to everything I build, ensuring precision not only in functionality but also in how solutions align and integrate across systems. Passionate about continuous learning and building products that improve both user and developer experiences.

Front-end

- React.js / Next.js
- TypeScript (Familiar) / JavaScript
- UI/UX Design & Graphic Design
- CSS / SCSS & CSS Frameworks

Back-end & Systems

- Golang
- REST API Development
- PostgreSQL / MySQL
- Cloud Platforms & Services

Other Skills

- Communication & Collaboration
- Continuous Learning & Growth
- Self-driven & Proactive
- Attention to detail

PROFESSIONAL EXPERIENCE ------

Senior Front-End Developer | January 2024 – Present **LeadVenture**, New York – Remote

I lead front-end engineering efforts for LeadVenture's Corporate Marketing Team, driving the creation and refinement of corporate websites and digital assets.

- Validated concepts through rapid prototyping, accelerating development cycles for landing pages, product pages, and website updates.
- Built an Azure app integrating Microsoft Graph API to store campaign data in Excel on the internal marketing SharePoint site.
- Developed a **Golang** program to parse JSON review data into actionable CSV reports, providing brand insights; later converted into a **Java desktop application** for team members.
- Support marketing initiatives by delivering technical solutions that streamline operations and enhance campaign effectiveness.
- Developed a program using **Tauri and React** to create branded ad images, enabling the marketing team to generate designs independently. This reduced design workload and expenses while improving campaign turnaround time.

Software Engineer | October 2019 – January 2024

Frazer Computing LLC (A LeadVenture Brand), New York – Remote

Played a pivotal role in front-end and back-end development, contributing to customer-facing products and internal tooling.

- Enhanced the in-house CRM system by integrating new features across servers and PostgreSQL databases.
- Led the complete **redesign of Frazer's website** with **Next.js**, modernizing the interface to improve user engagement and overall efficiency.
- Developed and maintained the Frazer Dealer Portal using React.js and Golang, which interfaced with our PostgreSQL database, streamlining subscription and payment management for dealers.
- Created internal helpdesk tooling with Tauri (React.js and Rust) for Customer Service Representatives, improving support efficiency.
- Showcased versatility by working with multiple languages and technologies, including **Go, Clarion, and C#**, to support various team projects.

EDUCATION -----