BRADLEY BAYSINGER

Front-End / Interactive UI Developer

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SUMMARY

Front-end engineer with 15+ years crafting responsive, high-performance web experiences for Fortune 500 brands, game publishers, and startups. Deep expertise in **CSS/SCSS (10+ yrs), TypeScript (4 yrs), React (2 yrs), Angular (2 yrs)**, and custom animation engines. Recent work centers on web game-style UI, pixel-precise implementation from Figma, production-ready component systems deployed via modern tooling (Node.js, npm, Vite, GitHub Actions, AWS). Known for blending creative direction with disciplined engineering to ship accessible, maintainable, and instrumented UI.

CORE SKILLS

• **Languages & Markup:** TypeScript (4 yrs), ES6+, HTML5, CSS3/SCSS (10 yrs), JSX/TSX, JSON
• **Frameworks & Build:** React, Next.js, Angular, Redux Toolkit, Vite, Webpack, Vitest/Jest
• **Tooling & Platforms:** Node.js, npm, VS Code, Git, GitHub Actions, Docker, Payload CMS
• **Design Systems & UX:** Figma-to-code workflows, WCAG 2.1 AA accessibility, responsive layouts, animation pipelines (GSAP, custom tween engines), CSS architecture
• **Data Integration & Observability:** REST/GraphQL APIs, Elasticsearch, performance profiling, custom telemetry hooks (Segment, GA4, bespoke logging)

ROLE-READY HIGHLIGHTS

• Translating pixel-locked Figma specs into production-ready UI, including interaction states, focus management, and device-specific polish across marketing, and game-adjacent projects.
• Used signal patterns to inform React and Canvas interaction prototypes, applying fine-grained reactivity concepts to keep game-like UI states predictable and smooth.
• Extending and governing design systems: theming tokens, Storybook-like playgrounds, and CMS-backed component inventories for fast iteration.
• Instrumenting UI for telemetry and performance (Core Web Vitals monitors, custom FPS counters, Segments/GA funnels) to guide optimization work.
• Shipping within agile/kanban environments using Azure DevOps, Jira, and Trello; driving code reviews that enforce security, accessibility, and performance baselines.

INDEPENDENT STUDY – INTERACTIVE UI & GAMING-STYLE FRONTEND R&D

Interactive UI Engineer (Self-Directed Research & Portfolio Development)
2024 – 2025 (full-time)

Spent a full year in focused independent study, designing and building a production-grade portfolio platform as a testbed for **gaming-style UI**, real-time reactive interfaces, and high-performance motion systems.

• Architected and implemented a full-stack interactive portfolio using React, TypeScript, Next.js, Payload CMS, Docker, Terraform, GitHub Actions, and AWS (including S3-backed media and environment-specific deployments).
• Built game-like UI systems: parallax project carousel with swipe navigation, an animated grid with simulated depth ("Fluxel"), a physics-driven kinetic orb, sprite-sheet rendering pipelines, and HUD-style panels with layered motion and stateful transitions.

• Engineered a CMS-backed content model for projects and case studies: dynamic routing/slug generation, NDA-aware content gating, responsive image pipelines, and SSR/SSG configurations tuned for performance.
• Implemented production-grade tooling and DX: strict TypeScript type safety across frontend and backend, unified linting/formatting, reusable component systems, and automated CI/CD workflows for repeatable deployments.
• Instrumented UI performance/engagement with custom FPS counters, Segment + GA4 funnels, and build-time Core Web Vitals budgets to guide polish work.
• Sustained a disciplined R&D cadence with 2,800+ commits of iterative work spanning animation architecture, interaction design, visual polish, and infrastructure automation.
• Currently applying final visual, UX, and content polish and will be sharing the live interactive portfolio as the primary showcase of gaming-style UI and frontend engineering work.

EXPERIENCE

Epsilon – Front-End Developer

2021 – 2024

Developed interactive websites for Fortune 500 clients in finance and healthcare using Sitecore, ES6, TypeScript, and modern front-end tooling.

• Implemented dynamic UI components—including validated forms, interactive grids, global navigation, and Canvas/animation flourishes—within Sitecore CMS, enhancing UX, accessibility, and cross-browser consistency for enterprise-scale sites.
• Converted Figma handoff packages into responsive, WCAG-compliant pages with rigorous QA, pixel QA checklists, and automated regression captures for distributed stakeholders.
• Built modular, reusable email and marketing assets in Salesforce Marketing Cloud, optimizing workflow efficiency and brand consistency across multi-channel campaigns.
• Integrated OneTrust consent-management and data-privacy workflows with MuleSoft and Veeva, streamlining compliance (GDPR/CCPA) and improving user trust through responsive preference-center interfaces.
• Instrumented experience rollouts with analytics tracking plans, segmentation hooks, and performance profiling sessions to prioritize optimization work with engineering/production leads.

Independent Contractor – Front-End / Interactive Web Developer

2020 – 2021

Delivered specialized front-end solutions for startups and enterprise clients, focusing on performant, maintainable code and refined, design-driven user experiences.

• Developed and deployed front-end applications for startups using React, Angular, TypeScript, and Elastic-backed APIs, focusing on modular architecture, maintainability, and visual polish.
• Built a law-enforcement incident-tracking system integrating GraphQL and Elasticsearch, enabling fast search, filtering, and data visualization within a responsive Angular interface with role-based routing and route guards.
• Created animated, interaction-driven systems and microsites for brands including Novo Nordisk and Committee for Children, enhancing engagement through motion design, Canvas/SVG layers, and scalable component frameworks.
• Partnered with creative directors and product stakeholders to scope MVPs, plan Sprint/kanban boards in Jira/Trello, and report progress with burn-up charts and demo-ready builds.

Seven2 Interactive – Front-End / Interactive Web Developer

2005 – 2016, 2018 – 2019

Created interactive SPAs and promotional websites for Nintendo, Nickelodeon, and Comics Kingdom, delivering high-quality, visually engaging, and performance-optimized experiences across devices.

• Built interactive SPAs and promotional microsites for major entertainment brands, using HTML5, CSS3/SCSS, JavaScript, and custom animation systems to deliver polished experiences for desktop and mobile.
• Crafted pixel-perfect UI that mirrored in-game design language (HUDs, achievement screens, animated states), including responsive typography, fluid breakpoints, and mobile-first touch affordances.
• Collaborated with back-end developers to integrate APIs, data feeds, uploads, and image processing into front-end interfaces, ensuring smooth communication between creative assets and dynamic content.
• Worked closely with designers, animators, and QA teams to translate creative concepts into accessible, production-ready front-end implementations and ran peer code reviews emphasizing security/accessibility gates.

• Engineered flexible Flash (ActionScript 3) frameworks for teams of developers and animators, standardizing workflows and enabling rapid, large-scale campaign delivery while instrumenting custom analytics events for interactive features.

ChalkLabs – UI Developer

2017 – 2018

• Designed and engineered Angular 4–6 component libraries for Pushgraph, a data-visualization SaaS platform supporting federal agencies; delivered drag-and-drop dashboards, infinite data grids, and Mapbox/D3 visualizations with optimized change detection.
• Consumed REST and GraphQL endpoints carrying complex, cached payloads, implementing retry/error handling strategies and client-side pagination for large record sets.
• Built thematic styling hooks and accessibility patterns ensuring WCAG-compliant keyboard focus, high-contrast modes, and screen-reader semantics across mission-critical widgets.
• Profiled UI rendering, eliminated hot-path bottlenecks, and documented performance budgets to maintain responsive experiences under massive data loads.
• Coordinated release planning via Smartsheet Kanban boards, handling estimation, status communication, and cross-team dependency tracking.

EDUCATION

Spokane Falls Community College — Spokane, WA
A.A.S. Web Design, Honors · 2003 – 2005
- Multiple first-place awards for interactive and web design work; select projects were published by the college.

Early Interactive Development (Self-Directed) · 2001 – 2003
- Self-taught graphics, vanilla JavaScript, Dynamic HTML, and PHP while working full-time in a non-technical role.
- Built early browser-based UI experiments and mini-games (custom chrome/navigation, slot-machine game), handling cross-browser compatibility before formal schooling.

SELECT INTERACTIVE & WEB GAME PROJECTS DELIVERED

• **Web game experiences for major brands** – Designed and implemented browser-based games and game-like experiences (puzzles, platformers, shooters, tactical-movement games, edutainment, and skill games) for properties including Nintendo, Nickelodeon, and other entertainment clients. Focus on responsive layout, animation, and performance on low-power devices.
• **Gaming-style page UI & character flows** – Built highly animated "gaming page" UIs: character customization flows, unlock/progression screens, achievement displays, and HUD-style overlays that mirror in-game UI patterns (timers, scores, feedback loops, and state-driven visual changes).
• **Interactive marketing & launch experiences** – Delivered interactive microsites, movie/TV tie-ins, sweepstakes flows, site-release reveals, quizzes, and multi-step forms with polished motion design, Figma-to-code fidelity, and pixel-precise branding.
• **Canvas & custom animation systems** – Created HTML5/Canvas and JavaScript-based animation systems (including custom tweening, sprite-sheet players, and timeline/media sequencers) to support web games, interactive ads, and rich UI transitions beyond standard CSS capabilities.
• **Data / utility / product UIs** – Implemented interactive dashboards, calculators, product demos, data-driven UIs, and app-style interfaces with responsive layouts, REST/JSON integration, and attention to performance and error handling.
• **Portfolio & R&D platforms** – Built multiple generations of interactive portfolios, culminating in the current bb-portfolio project: a production-grade, CMS-backed, game-inspired UI platform used as a testbed for real-time animation, performance tuning, and modern web game development concepts.