Brian McCune

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TECHNICAL SKILLS

Tech Stack: JavaScript (ES6+), TypeScript, ReactJS, Node.js, Express, GSAP, Bootstrap, Redux, Zod, Zustand, Tailwind CSS, Gatsby
Tools & Frameworks: Git, Vite, Webpack, npm, Azure, MySQL, MongoDB

EXPERIENCE

Frontend Developer – Circle L (Contract)   *Austin, TX | 08/2022 – Present*

- Engineered and deployed React applications, improving site performance by 15% and boosting mobile engagement by 30%.
- Developed 10+ GSAP-powered animations, driving a 25% increase in user session time.
- Revamped SEO strategies (robots.txt, meta tags, Google Analytics), generating a 20% increase in traffic, aligning SEO improvements with business growth goals.
- Configured custom email domains for 3+ clients, amplifying response rates and reinforcing brand identity; reduced email setup time by 60%

PROJECTS

[Nana's Kitchen](#) - Gatsby, Typescript, HTML, CSS, JavaScript, Figma, Trello

- Partnered with the business owner to design and develop a fully responsive static site using Gatsby and TypeScript, enhancing brand presentation and driving a 25% boost in local traffic.
- Integrated Google Maps API for precise location services, improving customer navigation and boosting foot traffic by 20%.
- Applied structured SEO tags, semantic HTML, and optimized typography for readability, increasing Lighthouse SEO scores and improving organic discoverability.

[Circle L Consultants](#) - ReactJS, HTML, CSS, JavaScript, GSAP

- Directed front-end development, increasing client visibility by 20% through design improvements and project management.
- Delivered fully responsive layouts across various device types; partnered with 3 stakeholders to implement SEO updates that increased mobile traffic by 20%.
- Engineered scroll-based animations with GSAP, correlating user behavior to animation engagement, resulting in a 15% increase in time spent on key service pages, boosting user retention and conversion rates.

[TWST](#) - ReactJS, HTML, CSS, JavaScript, GSAP

- Built a fully responsive React SPA, raising mobile activity by 35%.
- Collaborated with the site owner to optimize content and implement SEO strategies, increasing site traffic by 20%.
- Streamlined layouts across 6+ screen sizes, reducing layout shift issues and improving usability scores by 30%.
- Orchestrated A/B testing on UI animations, gathering feedback from 50+ users weekly to refine interactions; the new UI design received approval from 90% of stakeholders.

[Jack's Barber Shop](#) - ReactJS, HTML, CSS, JavaScript

- Reduced load times by 40% by optimizing React components and image assets; elevated Lighthouse performance score from 68 to 93.
- Integrated Google API for location services, enhancing accessibility and user navigation.
- Leveraged Node.js-based tools (Vite, Webpack, npm) to streamline build processes.

EDUCATION

General Assembly
Full-Stack Web Development Bootcamp – React, Node.js, Express, Databases   *Remote, Certificate: 08/2022*
University of Texas at Austin, Bachelor of Science in Chemistry   *Austin, TX, Graduated: 05/2019*