Earl Hickson

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Profile

Front-End / UX Engineer with 6+ years of experience creating responsive, accessible, andperformance-optimized applications. Proven record of ownership in front-end architecture, mentoringpeers, and aligning technical delivery with business outcomes. Experienced with Vue.js, React,JavaScript (ES6+), HTML5, CSS/SCSS, and Bootstrap. Skilled in implementing WCAG accessibility,driving SEO and performance optimizations, and collaborating with stakeholders to deliveruser-centered, scalable digital solutions.

Professional Experience

Frontend Developer, Asembia

December 2023 — October 2024

Owned the redesign of patient and provider portals for prescription and insurance management, resolving 150+ UI/UX tickets and improving responsiveness by 20% for thousands of users. Converted designer wireframes into reusable UI components, reducing development time for new features by 20%. Acted as accessibility lead for front-end, mentoring teammates on WCAG 2.1 standards and implementing patterns that ensured HIPAA-compliant digital experiences. Partnered with QA and Security teams to enforce accessibility and compliance requirements across portals, reducing post-release defects. Optimized front-end assets and scripts, boosting Google Lighthouse performance scores by 18%.

Lead Designer & Developer, BroadcastMed

September 2021 — March 2023

Directed front-end development of healthcare microsites, collaborating with cross-functional teams to deliver UX improvements that increased lead submissions by 18%. Translated Adobe Creative Suite and Figma designs into pixel-perfect responsive websites, standardizing branding and reducing QA issues. Championed adoption of responsive email frameworks, training marketing teams to use modular templates that cut production time by 25% and improved consistency. Applied analytics insights (Google Analytics, Hotjar) to redesign navigation flows, reducing bounce rates and extending session duration. Provided technical guidance to junior developers and designers, improving code quality and knowledge sharing across the team.

Freelance Front-End Developer, Prosek Partners

April 2021 — September 2021

Consulted with senior marketing leaders to deliver Vue.js and React landing pages, reducing bounce rates by 12% and improving conversion outcomes. Integrated SEO-friendly markup and analytics tracking, enabling measurable insights and supporting A/B testing campaigns. Introduced Git workflows that streamlined collaboration, reduced integration conflicts by 20%, and enhanced delivery efficiency. Advised clients on technical best practices for responsive design and accessibility, ensuring scalable, user-friendly solutions.

Frontend Developer, William R. Seide Agency LLC

January 2020 — June 2020

Designed and developed responsive websites for insurance products, ensuring cross-browser compatibility and mobile-first usability. Improved smartphone rendering and usability, increasing campaign lead form completion rates. Collaborated with stakeholders to align branding and user experience goals, contributing to improved digital presence.

Email Marketing Specialist, Merkle, New York

November 2018 — July 2019

Created modular, responsive HTML email templates that reduced campaign production time by 30%. Lifted click-through rates by 15% through accessibility improvements, personalization strategies, and refined email design. Partnered with account managers to advise clients on email marketing best practices, ensuring accessibility compliance and brand consistency. Collaborated with analytics teams to review campaign metrics and propose optimization strategies, directly enhancing engagement rates.

Education

Front-End Web Development (Certificate)

January 2022

BFA, Graphic Design (Interactive/Print/Screen)

January 2015

Projects & Case Studies

Legacy Pulls — Streaming UI (Vue.js/React)

Built reusable components powering real-time auction and bidding experiences, improving user retention during live events.

AMA Fight Club — Website Rebuild

Modernized site with Bootstrap/SCSS and SEO optimizations, improving page load speeds and search rankings.

Ultra Jitsu — Registration Portal

Designed mobile-first portal with QR-code sign-ups, improving registration rates for classes and streamlining onboarding.

Additional Information

Links: https://www.linkedin.com/in/earl-hickson-jr/, https://github.com/Epetaway/, https://ehicksonjr.com/