

# EARL HICKSON JR

## FRONTEND DEVELOPER

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### PROFILE

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

### TECHNICAL SKILLS

React	Angular	Vue.js	HTML5
TypeScript	JavaScript (ES6+)	CSS/SCSS	Bootstrap
Accessibility (WCAG 2.1)	responsive design	SEO optimization	performance tuning
Agile methodologies	mentoring peers	stakeholder engagement	cross-functional teamwork
Git/GitHub	Jenkins	Sitecore CMS	Salesforce Marketing Cloud
Google Analytics	Optimizely	AWS (basic)	CI/CD pipelines
developer-driven release practices			

### EDUCATION

Front-End Web Development Certificate	January 2022
BFA, Graphic Design (Interactive/Print/Screen)	January 2015

### PROJECTS & CASE STUDIES

<b>Legacy Pulls — Streaming UI (Vue.js/React)</b>
Built reusable components for real-time auction and bidding experiences, improving retention.
<b>AMA Fight Club — Website Rebuild</b>
Modernized site with Bootstrap/SCSS and SEO optimizations, improving load speeds and search rankings.
<b>Ultra Jitsu — Registration Portal</b>
Designed mobile-first portal with QR-code sign-ups, increasing class registrations and streamlining onboarding.

### PROFESSIONAL EXPERIENCE

<b>Front-End Development &amp; Digital Integration, AMA Fight Club</b>	<b>December 2024 — Present</b>
Modernized digital presence with responsive websites and Zen Planner integrations, streamlining lead capture and boosting trial sign-ups.	
Delivered SEO-optimized pages and analytics tracking to measure campaign performance and engagement.	
Built branded marketing assets (QR code flyers, social templates, mobile-first forms), enhancing visibility.	
Advised leadership on best practices for accessibility, scalability, and reliability.	
<b>Frontend Developer, Asembia</b>	<b>December 2023 — October 2024</b>
Redesigned patient and provider portals, resolving 150+ UI/UX tickets and improving responsiveness by 20%.	
Converted designer wireframes into reusable UI components, cutting development time for new features by 20%.	

Led accessibility implementation (WCAG 2.1), ensuring HIPAA-compliant digital experiences.

Boosted Google Lighthouse performance scores by 18% via front-end optimization.

**Lead Designer & Developer, BroadcastMed**

**September 2021 — March 2023**

Directed development of healthcare microsites, improving lead submissions by 18%.

Translated designs into pixel-perfect responsive websites, standardizing branding and reducing QA issues.

Championed responsive email frameworks, cutting production time by 25% and improving consistency.

Applied analytics insights (Google Analytics, Hotjar) to optimize navigation flows and reduce bounce rates.

Mentored junior developers and designers, raising team-wide technical proficiency.

**Freelance Front-End Developer, Prosek Partners**

**April 2021 — September 2021**

Delivered Vue.js and React landing pages, reducing bounce rates by 12% and improving conversions.

Integrated SEO-friendly markup and analytics tracking, supporting A/B testing campaigns.

Introduced Git workflows that reduced integration conflicts by 20% and improved collaboration.

Consulted on responsive design and accessibility best practices.

**Frontend Developer, William R. Seide Agency LLC**

**January 2020 — June 2020**

Developed responsive websites for insurance products, ensuring mobile-first usability and cross-browser compatibility.

Enhanced smartphone rendering and usability, increasing campaign form completion rates.

Collaborated with stakeholders to align branding and user experience goals.

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## ADDITIONAL INFORMATION

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- **Links:** Portfolio, GitHubLinkedIn