Taylor Ball

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PROFESSIONAL SUMMARY

Self-taught web developer with 3+ years delivering client-focused tech solutions, transitioning from 5+ years in brewery operations and consulting. Skilled in JavaScript, React, and Firebase—built integrations like Digital Punch Card and TableTracker to sync real-time data for enterprise-level efficiency. Adept at REST API concepts (via Firebase), JSON workflows, and Chrome dev tools—proven in optimizing processes and collaborating with technical/non-technical teams. Ready to drive RainFocus integrations with Postman and problem-solving grit.

Skills

- **Languages/Frameworks:** JavaScript, React, HTML, CSS

- **Tools:** Firebase (Auth, Firestore—REST API Proxy), Postman (Testing), Chrome Dev Tools, Git/GitHub

- **Integration Concepts:** Real-Time Data Sync, JSON, Geolocation, SSO-Like Auth (Firebase)

- **Platforms:** Cloud-Based (Firebase), Web Analytics Basics (Chrome Debugging)

- **Professional:** Client Communication, Multi-Project Management, Process Optimization, Team Leadership

Experience

ETX Brewing Company | Tyler, TX   **December 2022– Present**

Operations Manager & Marketing Lead | Dec 2022–Present

- Delivered tech integrations (e.g., TableTracker, Digital Punch Card) for enterprise-scale brewery events, syncing data with Firebase—mirroring REST API workflows for 50+ client interactions yearly.

- Collaborated with vendors and staff to scope and implement solutions, akin to consulting—optimized ops by 20% over 3+ years.

- Led requirements discovery for in-house apps, architecting builds to meet customer needs—comparable to integration design.

- Communicated goals to non-technical teams, ensuring alignment under tight deadlines—available for after-hours support during events.

Integration Developer (Personal Projects) | Tyler, TX   **2023 – Present**

- Digital Punch Card | [VIEW APP](#)
  - Built a React app with Firebase to sync loyalty data across devices—JSON-structured updates mimic REST API flows, tested with Postman-like tools.
  - Supported brewery clients with real-time tracking, enhancing engagement—enterprise-relevant solution.
- TableTracker | [VIEW APP](#)

- Developed a React/Firebase app integrating geolocation and real-time table data—streamlined ops for 50+ weekly users.
- Designed scalable state management, akin to third-party data transfers (e.g., Zoom), debugged with Chrome dev tools.
- QR Bingo | [VIEW APP](#)
  - Created a React-based game with QR code integration—live data updates via Firebase reflect API-driven interactivity.
  - Scoped and delivered for brewery clients, simulating vendor sync and client support.
- Keg Stack Challenge | [VIEW APP](#)
  - Crafting a physics-based game with React and Matter.js—early integration of Firebase for leaderboards aligns with cloud platforms.
  - Troubleshooting JS challenges with Chrome dev tools—custom problem-solving in progress.
- Trail Pin | [VIEW APP](#)
  - Developing an interactive mountain biking memory map app using React, Leaflet.js, Firebase, and Cloudinary—delivering robust pin management, offline-first functionality, and integrated social sharing.
  - Engineered real-time CRUD operations and advanced filtering while optimizing performance and design for an exceptional user experience.

Vivid Web Development | Tyler, TX   **2018 – Present**

Freelance Web Designer | 2018–Present

- Consulted for small businesses, designing responsive sites (HTML, CSS, JS)—3+ years refining client requirements and delivery.
- Used Chrome dev tools to optimize UX—improved visibility with SEO basics, supporting multi-project timelines.

Life Changing Fitness | Tyler, TX   **July 2018 – Present**

Self-Employed Business Owner & Head Trainer | Jul 2018–Present

- Launched a fitness business—built a website (HTML, CSS) for scheduling and client engagement.
- Trained 50+ clients, tailoring programs—skills applied to tech project management.

Education & Certificates

- **The University of Texas at Tyler | B.S. Kinesiology – 90 Hours Completed**

- **Equivalent Experience: 2 yrs React/JS projects + Firebase integrations.**

- **freeCodeCamp | Responsive Web Design Certification – March 2025**

- **Certifications:**

  - **TABC Certification | Feb 2024–Feb 2026**

  - **Certified Personal Trainer | NASM**

  - **Sports Performance Enhancement Specialization | NASM**

  - **CPR AED**

Projects

- **Digital Punch Card | React, Firebase, JavaScript**
  - Real-time loyalty app—20% engagement boost via Firebase data sync.
- **TableTracker | React, Firebase, JavaScript**
  - Geolocation-based ops tool—50+ weekly brewery users.
- **QR Bingo | React, JavaScript**
  - Interactive game—live QR-driven gameplay for bars.

References Available Upon Request