Randy Booth

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Senior Frontend Engineer

JavaScript/React Ecosystem | UI/UX Focus | Performance Optimization

Highly experienced Senior Frontend Developer with over 13 years in architecting and migrating complex web applications. Specializing in TypeScript/React, modern UI/UX practices, and robust front-end development workflows. Proven ability to deliver technical leadership, manage critical digital asset portfolios, and ensure enterprise-level compliance and security, with a strong focus on user experience and performance optimization.

TECHNICAL SKILLS

- **Frontend Development:** React, NextJS, Vue.js, TypeScript, JavaScript, HTML/CSS, jQuery, Tailwind CSS, Bootstrap, Figma, Adobe XD, Sketch, Photoshop
- **Backend & Data:** Node.js, Express.js, PHP, Laravel, Symfony, CakePHP, SQL, PostgreSQL, MySQL, Redis, MongoDB
- **DevOps & Architecture:** Git, Docker, CI/CD, RESTful API, GraphQL, TDD, Postman, VS Code, PHPStorm, Vim, PHPUnit, Drupal, WordPress

WORK EXPERIENCE

VML (merged with Wunderman Thompson) - *Memphis, TN*　　　　09/2020 – 10/2025
Senior Technology Specialist
- Managed technical integrity and front-end architecture for healthcare websites, ensuring high availability, optimal performance, and ADA compliance.
- Oversaw backend platform maintenance and feature extensions in Drupal and WordPress, focusing on frontend integration and CMS security.
- Directed creation of specialized digital marketing assets, including animated web ads and cross-client email campaigns, emphasizing responsive and performant frontend delivery.

Universal Asset Management - *Memphis, TN*　　　　01/2019 – 06/2020
Senior Application Developer
- Developed full-stack web applications with Laravel, Vue.js, and GraphQL, ensuring seamless functionality, high performance, and exceptional user experience.
- Responsible for the complete lifecycle of product features, including technical design, frontend development, and driving successful implementation.

- Collaborated with stakeholders to capture project requirements and contribute essential frontend solutions.

Self-Employed - *Memphis, TN*   12/2016 – 01/2019
Freelance Web Developer
- Architected and delivered a major web platform on the Laravel framework, overseeing the complete software lifecycle from requirements to frontend deployment.
- Specialized in advanced PHP programming and bespoke web application development, providing tailored back-end solutions with a strong focus on frontend presentation.
- Optimized the front-end production pipeline by converting high-fidelity PSD designs into high-quality, performant HTML/CSS/JavaScript.

Propane Media - *Memphis, TN*   02/2013 – 11/2016
Front-End Architect
- Engineered and maintained a large-scale portfolio of 30+ client websites and daily email marketing campaigns, coordinating technical efforts with five external agencies.
- Directly responsible for converting complex PSD designs into clean, highly optimized, and cross-browser HTML, CSS, and JavaScript.
- Provided comprehensive client support, including a full site redesign and continuous updates, leveraging expertise in major PHP frameworks for frontend integration.

ePaymentAmerica - *Bartlett, TN*   03/2012 – 02/2013
Web Developer
- Spearheaded the overhaul of Yapyzal.com, migrating the codebase from WordPress to CakePHP for enhanced performance and security, with significant frontend modernization.
- Modernized site functionality by integrating the Facebook API, expanding user engagement capabilities and focusing on frontend user experience.
- Recreated the website's front-end interface from scratch based on complex designer mockups, ensuring pixel-perfect fidelity using expert-level HTML and CSS.

EDUCATION

University of Memphis - *Memphis, TN*
Computer Science, 01/2009 – 05/2011

Southwest Tennessee Community College - *Memphis, TN*
Associate Degree – Web Applications Development, May 2008