Kyle O'Brien
Front End Developer/UX Designer

Over 14 years of web design experience including: strategy, research, brand building, web development, and content creation. I work closely with clients, IT, and development/marketing teams to ensure an engaging, useful, and rewarding user experience.

Skills

- React
- Tailwind CSS
- Bootstrap
- Zurb Foundation
- .NET Core
- REST APIs
- JavaScript
- UX/UI
- ADA Compliance
- Git
- Drupal
- WordPress
- Mailchimp
- Salesforce
- SF Marketing Cloud
- Google Tag Manager
- Google Analytics (GA4)
- Adobe CC

Education

- Complete Web Developer, Zero To Mastery - 2024
- Slate Learn Lab - 2023
- Google Analytics and Data Studio Certified - 2021
- Digital Arts, BFA Bowling Green State University - 2011

Experience

Front-end Developer   2024 - 2025

Magnetic Mobile

- Collaborated cross-functionally with design, back-end, and product teams to deliver tailored solutions for full-site rebuilds, promotional campaigns, and feature-rich web sections.

Highlighted Achievements at Magnetic Mobile:

- Migrated Speedway.com from a .NET Core codebase to a headless CMS with a React front-end. I created content models in Contentstack and integrated API payloads, including Google Maps. I assisted in creating a new in-brand web presence and Speedway location service that transitioned seamlessly to the end users and improved ADA compliance, SEO, mobile responsiveness, and site speed.

- Built custom landing pages, site sections, banners, and Google Maps integrations for Championwindow.com using a .NET Core codebase. Collaborated directly with the client and design team to implement promotional content. Edited SQL tables via SQL Server Management Studio and deployed scripts through Visual Studio to update test and production environments.

- Assisted in building internal scheduling tools and customer-facing web promotions for Salon Lofts. Worked within a legacy Ruby on Rails and HAML codebase, modernizing the Front-end by integrating the Tailwind CSS framework to streamline development and improve maintainability.

kyleobrien.design   kyleobis@gmail.com   419-260-3663

Kyle O'Brien
Front End Developer/UX Designer

References

Mark Anderson
former supervisor
Director of Marketing
at Wright State University
937-241-1540

Isaac Vidrine
previous colleague
Full Stack Software Engineer
at Magnetic Mobile
304-531-8690
Idvidrine@gmail.com

Rob York
previous colleague
Web Developer
at Magnetic Mobile
518-527-0774
yorkj@gmail.com

Kelli Hunt
previous colleague
Senior Graphic Web Designer
at Magnetic Mobile
740-531-6019
kellihuntmail@gmail.com

Web Developer and Designer   2013 – 2024

Wright State University

- Planned and executed the creation of analytics-based UX web design for the highest-trafficked areas of Wright.edu.
- Managed and developed branding cohesiveness through Front-end themes across third-party tools, including Salesforce, Slate, Banner, Epay, social media, giving platforms, and international sites.
- Improved brand awareness and user engagement through multiple channel campaigns: including email, video, print, murals, and billboards with multi-million dollar reach.

Highlighted Achievements at Wright State University:

- In 2023, the university transitioned from Salesforce to the Slate CRM. I streamlined and overhauled a seamless user experience that guided the student through several different systems. From their first RFI contact to the student receiving their application decision letter, my portal and site theme designs were cohesively branded and constructed to provide complete visual uniformity while simultaneously supplying the student with all the information needed to apply and start their education at Wright State University.

- In 2021, led the design of a full homepage redesign focused solely on prospective students. Reviewed five years of analytics and created user personas to visualize key audiences and their information needs. Developed wireframes, mockups, and a final design through an iterative process. The homepage averages seven million views per year.

- Beginning in 2020, I created, maintained, and updated over 70 badge illustrations used across all university advertising. I produced Instagram and TikTok motion graphics that were viewed over two million times annually. I also designed multiple campus murals, including the popular "Postcard" mural, now the university's main photo destination.