Brandon Franklin
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Summary:

I'm a Senior Front End Engineer who blends technical expertise with a designer's mindset to build high-performance, user-friendly web applications. With a background in Graphic Design, I approach development through the lens of user experience, accessibility, and intuitive UI design—ensuring that every interface is both functional and visually engaging. My technical strengths lie in **React, TypeScript, Next.js, GraphQL, and Vue**, and I thrive in collaborative, fast-paced environments where I can mentor teams, improve development processes, and drive best practices in design systems, testing, and DevOps.

Work Experience:

Penn Entertainment
Senior Front End Engineer, April 2022 - Present
- Lead development of high-traffic features for ESPNBet and theScore sportsbook applications, serving millions of users.
- Spearheaded a monorepo initiative, optimizing a shared UI/component library for retail, casino, and sportsbook apps, ensuring a consistent and intuitive user experience across platforms.
- Applied design principles and accessibility standards to enhance UI/UX consistency, improving user engagement and usability.
- Developed and enforced best practices in React, TypeScript, GraphQL, and CI/CD pipelines, ensuring efficient and maintainable front-end architecture.
- Partnered with designers and product teams to create pixel-perfect implementations that balance aesthetics with performance.
- Mentored and onboarded new hires, conducting 30/60/90-day check-ins and technical training sessions.
- Conducted interviews and hiring evaluations to expand engineering talent, with an emphasis on UI/UX-focused front-end developers.

7Summits, an IBM Company
Senior Front End Developer, October 2021 - April 2022
- Led mentorship and training programs for new developers, ensuring they grasped both technical skills and design-thinking approaches for user-centric development.
- Collaborated with tech leads to define user stories, technical specifications, and Agile workflows that prioritized usability and UI efficiency.
- Contributed to quarterly R&D projects improving development standards, accessibility guidelines, and best practices for front-end engineers.

Front End Developer, November 2019 - October 2021
- Built Aura and Lightning Web Components (LWC) for Salesforce Lightning Experience and Communities, prioritizing responsive design and seamless user interactions.
- Developed reusable Salesforce AppExchange accelerators designed for scalability and intuitive UI/UX experiences.
- Partnered with back-end teams to develop, test, and deploy Apex controllers/triggers, ensuring seamless integration between UI and data layers.
- Worked closely with designers to implement accessible, mobile-friendly interfaces that adhered to Salesforce Lightning Design System standards.

Cendyn
Lead Front End Developer, January 2019 - November 2019
- Led product feature development using Vue.js, .NET Core, and SQL, ensuring seamless UX/UI interactions and responsive design across devices.

Define. Measure. Analyze. Implement. Control.

- Established best practices for UI/UX implementation, emphasizing design systems, accessibility, and front-end performance.
- Standardized component usage to create a cohesive user experience across all product features.

Front-End Developer → Production Manager → Product Services Manager (2011 – 2019)
- Spearheaded Sales Suite Redesign, focusing on a user-first design approach, improving navigation, user flows, and visual hierarchy.
- Standardized tech stack and UI/UX principles to create a scalable and maintainable front-end architecture.

Key Projects:

Penn Entertainment Live Streaming
- Acted as Tech Lead for requirements gathering, implementation planning, and analytics integration.
- Ensured the UI design aligned with user expectations, making real-time streaming more intuitive.
- Enabled data-driven decision-making by setting up performance and engagement dashboards.

Penn Entertainment Mono Repo
- Designed a scalable component library ensuring a unified brand identity and seamless user experience across platforms.
- Developed documentation and training to help teams integrate design-consistent UI components efficiently.

Cendyn Sales Suite Product Redesign
- Led a cross-functional team of designers, developers, and product managers to create a modernized, intuitive user interface.
- Influenced UI/UX decisions with a focus on visual hierarchy, user flows, and accessibility.
- Defined a design system and front-end best practices, improving product consistency and scalability.

Technical Skills:

Front End Development
- **Languages & Frameworks:** React, Next.js, TypeScript, GraphQL, Vue, Zustand, Jest, Tailwind, Storybook
- **UI/UX & Design Systems:** Accessibility (A11y), Responsive Web Design, Cross-Browser Compatibility, Pixel-Perfect Implementation
- **Tooling & Performance:** CI/CD (GitHub Workflows), Percy, Happo, Datadog, Bugsnag, Lighthouse Audits
- **Front-End Architecture:** Scalable Component Design, State Management, Monorepos

Design & UI Expertise
- **Design Principles:** Visual Hierarchy, Color Theory, Typography, Layout, Interaction Design
- **Collaboration:** Work with designers, product teams, and developers to create intuitive interfaces
- **Prototyping & Tools:** Adobe Creative Suite, Figma, Sketch

Certifications:

3x Salesforce Certified JavaScript Developer, Administrator, and UX Designer

Education:

Bachelor of Graphic Design – Digital Media Arts College (Lynn University)
- Leverage design principles, user experience, and accessibility best practices to create intuitive, visually compelling, and user-friendly features, bridging the gap between developers, designers, and product teams.