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# < Amir Ardalan />

FRONT-END ENGINEER & UI DESIGNER

## MISSION

- Write thoughtful, performant, accessible and scalable code.
- Design purposeful, usable and functional user interfaces.

## SKILLS

JavaScript / HTML / CSS  
User Interface Design  
Salesforce Commerce Cloud  
React  
Git  
ally

Front-End Development: JavaScript, HTML, JSX, CSS, SCSS.  
React, Salesforce Commerce Cloud, Git, ally,  
styleguide-driven development, Agile Scrum, GitHub,  
Atlassian Suite.

User Interface Design: Adobe XD, Adobe Illustrator, SVG,  
rapid prototyping, wireframing, logo design, brand  
identity, typography.

## EXPERIENCE

### DemandPDX:

Hanna Andersson  
Leatherman  
Adidas Outdoor  
Ben Bridge  
Saje  
July 2018 – September 2019

### APPLICATION ENGINEER

Worked in a fast-paced agency development environment. Developed Front-End components and modules for several large ecommerce brands. Leveraged modern Front-End technologies in conjunction with Salesforce Commerce Cloud to deliver streamlined UI/UX and performant, scalable code that brands relied on to drive sales results.

### KEEN Footwear / Chrome Industries

May 2015 – July 2018

### UI ENGINEERING LEAD

Focused on serving internal business stakeholders and direct-to-consumer customers. Hired and managed Engineering team at KEEN Footwear and Chrome Industries. Wrote SLAs and contributed technical documentation. Created a day-to-day content development and data replication structure for multi-brand Global SFCC websites. Worked closely with internal brand marketing and BASIC® Agency to conceptualize, design and execute a custom, adaptive front-end UI. Wrote front-end and UI code.

**Columbia Sportswear  
Company**  
April 2014 – April 2015

#### **WEB DEVELOPER I**

Wrote Front-End code within an Agile Scrum development team. Utilized HTML, Bootstrap, LESS and Coffeescript to develop responsive e-commerce websites for Columbia Sportswear Company, Mountain Hardwear, SOREL and Montrail. Collaborated with developers based internally at Portland, Oregon headquarters and internationally in Berlin, Germany.

**Freelancer**  
July 2004 – January 2016

#### **FRONT-END DEVELOPER & UI DESIGNER**

Produced responsive websites with HTML, CSS, LESS, Sass, JavaScript, jQuery, PHP, Git and Grunt. Utilized XAMPP, Apache, MySQL and Wordpress for hosting. Focused on performant code and cross-browser compatibility.

*“Amir is a master at his craft! He designed a beautiful website for my team and has been a joy to work with on the support end. His work is professional, effective, and a great value for the service. I highly recommend Amir to anyone looking to build and maintain a professional website.” -Ryan Faherty*

**DealerSpike**  
Feb. 2011 – Oct. 2012

#### **FRONT-END DEVELOPER & UI DESIGNER**

Produced HTML & CSS code from Photoshop mockups. Designed custom Photoshop wireframes and mockups for powersports clients. Managed front-end development for RideNow Powersports group. Improved organic SEO for 250+ websites. Designed and developed custom Wordpress themes.

*“Aside from being great at what he does, working with Amir is the best. He's got a positive energy that can impact an entire office's work environment. I can't sing his praises enough in this area, he's the kind of guy that makes people look forward to coming to work in the morning.” -Geoff Karr*

**Selliken Systems**  
June 2006 – May 2009

#### **UI DESIGNER & FRONT-END DEVELOPER**

Designed UI/UX for industry-first RMLS authorized Google Maps based HomeQuest property search tool. Delivered custom, static websites for subscribers utilizing HTML, CSS and Flash. Captured aerial photography, green screen video and property interior photographs for map tool and web content.

*“Amir provided top notch designs and was a pleasure to work with. He took advice and direction without ego – a tremendous asset to any company.” Chris Rodgers – VP of Business Development, Selliken Systems*