

# Amir Ardalan

## Front-End Engineer & UI Designer

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### Skills

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React.js	HTML/JSX
Next.js	CSS
Emotion CSS	UI Design
Git	Adobe XD
JavaScript	Salesforce Commerce Cloud Development

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### Summary

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Portland, Oregon based Front-End Engineer and UI Designer with 6+ years experience crafting web experiences for top brands. Deep knowledge in Front-end development, UI design, web accessibility and e-commerce. Proficient at problem solving across multiple code bases in fast-paced environments. Effective working solo or collaborating with teams.

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### Experience

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#### Freelance / Web Developer & Consultant

SEP 2019 - PRESENT, PORTLAND, OR

- Build and maintain client websites using HTML, CSS, JavaScript, React.js and Wordpress.
- Prototype and design custom UI patterns for small to medium sized React projects.

#### Demand PDX / Application Engineer

JUL 2018 - SEP 2019, PORTLAND, OR

- Developed Front-end e-commerce components for brands including Hanna Andersson, Leatherman, and Adidas Outdoor.
- Leveraged modern Front-end technologies in conjunction with Salesforce Commerce Cloud.
- Delivered streamlined UI/UX and maintainable code that major brands relied on to drive sales results.

#### KEEN Footwear, Chrome Industries / UI Engineering Lead

MAY 2015 - JUL 2018, PORTLAND, OR

- Coded Front-end features for internal business stakeholders and direct-to-consumer customers.
- Hired Engineering team at KEEN Footwear and Chrome Industries.
- Created a day-to-day content development and data replication structure for multi-brand Global SFCC websites.
- Collaborated with BASIC® Agency to conceptualize, design and execute a custom, adaptive e-commerce experience.

### **Columbia Sportswear Company / Web Developer I**

APR 2014 - APR 2015, BEAVERTON, OR

- 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 Hardware, SOREL and Montrail.
- Collaborated with a team of developers based internally at Beaverton, Oregon headquarters and internationally in Berlin, Germany.
- Owned code for the 2014 version of the Pro Fishing Gear featured shopping experience.

### **Freelancer / Web Design & Development**

JUL 2004 - JAN 2016, PORTLAND, OR

- Produced responsive websites with HTML, CSS, LESS, Sass, JavaScript, jQuery, PHP, Git and Grunt.
- Utilized XAMPP, Apache, MySQL and Wordpress for hosting.
- Managed every step of the process from gaining new business to personalized design consultations, code development, testing, delivery, billing, support and customer retention.

### **DealerSpike / Front-End Developer & UI Designer**

FEB 2011 - OCT 2012, WILSONVILLE, OR

- Produced HTML & CSS code from Photoshop mockups.
- Led personalized design consultations for multiple powersports dealerships.
- Designed custom wireframes and mockups for powersports clients.
- Improved organic SEO for hundreds of client websites.
- Designed, developed and maintained custom Wordpress themes.