Balthazar Ely

Front End Developer/UI Engineer

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As a web developer with a background in graphic design, I possess a unique perspective in crafting visually stunning and user-friendly websites. My expertise lies in using JavaScript, React/NextJs, HTML, and CSS/SCSS, and with a wealth of experience working with other technologies such as Redux, Gatsby, Firebase, Express, and MongoDB. Additionally, I have extensive knowledge in Javascript animation, employing an array of libraries and technologies such as Framer Motion, GSAP, HTML Canvas, and CSS animations to create engaging user experiences.

UI Engineer

Tonic Inc ▪ Denver

10/2021 – 2/2023

Specialized in developing custom web application interfaces for a diverse range of clients.

- Led a team in the development of a custom e-commerce site using Hydrogen/NextJs, GraphQL, TailwindCSS, SanityCMS, and Shopify's Storefront API.
- Successfully transitioned clients to new Shopify themes, creating custom functionality and reconfiguring store architecture using Liquid and JavaScript/jQuery.
- Worked on internal projects utilizing NextJs and TailwindCSS for our team.
- Assisted with the implementation of a new style guide and CDN for a client in the home mortgage industry.

Front End Developer

NeoTreks ▪ Castle Rock

3/2021 – 10/2021

Built web applications using Angular, focusing on geo-spatial and ecommerce applications.

- Constructed pixel-perfect user interfaces using Angular 11, GatsbyJS, Material, and Bootstrap to deliver visually stunning web applications.
- Prioritized building scalable code by creating reusable components, designing Material/Bootstrap themes, and taking an active role in developing the app architecture and best practices.
- Collaborated closely with backend developers to integrate GraphQL APIs with web applications, ensuring seamless and efficient communication between the frontend and backend systems.
- Leveraged previous design experience to make valuable recommendations and design visually appealing pages/graphics to enhance the user experience.

Front End Developer

OneTen (DISH Network) ▪ Denver

10/2019 – 2/2021

Specialized in creating dynamic creative optimization (DCO) HTML5 banners for brands such as Dish Network, SlingTV, Dish Latino, OnTech Smart Home Services, and Dish Commercial.

- Leverage JavaScript libraries such as GSAP, HTML Canvas, and Flashtalking Ad Server to create interactive banners and click-through rates.
- Collaborate with the in-house design team to help inform the design and functionality of interactive banners.
- Developed banners for SlingTV ad campaign that set a company record with over 70,000 new sign-ups in under 1 hour.
- Perform cross-browser testing, ensuring banners display correctly on all major browsers and mobile.
- Led initiative to update and optimize banners, incorporate new ES6 features, HTML Canvas, and adding dynamic variables to GSAP animations, reducing average development time from one week to just one day per banner set.

Senior Marketing Designer

Monarch Investment & Management Group ▪ Denver
05/2014 – 03/2019
Designed marketing campaigns targeted towards prospective residents for over 140 apartment communities across the nation, while also spearheading internal marketing initiatives aimed at employee retention.

Skills

Javascript/TypeScript/jQuery
HTML5
SaSS/CSS3
Tailwind, Material, Bootstrap
React
GatsbyJS/NextJs/Hydrogen
Angular 10
Liquid/EJS
REST/GraphQL
Responsive Design
Vercel/Netlify
GSAP/Framer-Motion
Git/Github/Jira/Azure
Adobe Suite
Sketch/Figma
Logo/Print Design
Web Design

Education

General Assembly ▪ Denver
Software Engineering Immersive
06/2019 – 10/2019
Completed a 400+ hour immersive course in full-stack web development, where I gained expertise in a wide range of technologies including HTML/CSS, JavaScript, React, Express, Python, and various other frameworks and libraries.

University of Colorado Denver ▪ Denver
B.S. Business Administration
2010 – 2014
Emphasis in Marketing