

Brian Grapes

Senior Frontend Engineer // San Diego, California

PROFILE

Creative frontend engineer using React to solve problems independently and collaboratively. I make accessible websites using frontend technologies with marketing experience to maximize conversions. I love CSS and bringing beautiful designs to life.

SKILLS & TOOLS

JavaScript, React, REST APIs, Gatsby, Git, styled-components, Contentstack, HTML5, CSS3

eCommerce, Salesforce, Marketing Cloud, Optimizely

EDUCATION

University of California, Santa Barbara // 2008
Bachelor of Arts

CONTACT

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EXPERIENCE

BERLITZ CORPORATION

Senior Frontend Developer // June 2019 – December 2021

Frontend Developer // June 2018 – June 2019

- Developed and implemented new marketing website features. Worked with global dev team to build component design system and reusable website framework with React, Gatsby, and styled-components.
- Integrated frontend code with headless CMS Contentstack. Retrieved site content via APIs and displayed on the frontend.
- Integrated eCommerce systems Chargebee, Adyen, and BigCommerce with marketing websites for a seamless on-brand checkout. Used REST APIs to retrieve product info, managed integration with tax service Avalara, and built secure checkout flow. Worked with sales, finance, and operations teams to ensure eCommerce processes and reports satisfied business requirements.
- Wrote AWS lambdas to serve as proxies to third-party APIs.
- Wrote unit tests using Jest. Used GitHub workflows and CircleCI to automate testing and ensure first-time quality.
- Managed integrations with Salesforce. Served as administrator for marketing needs, such as field setup, web-to-lead forms, auto-response rules, lead assignment rules, and report building.
- Participated in code reviews to share knowledge and mentor other developers. Helped identify global web solutions and implement for North America.
- Served as point person for all things web for North America. Resolved production issues. Monitored conversion rates and A/B tested site changes with Optimizely.

EPSILON

Web Developer II // December 2016 – June 2018

Web Developer I // October 2014 – December 2016

- Built and managed web and email campaigns for 24 Hour Fitness, Gold's Gym, and other top fitness brands. Worked with designers to establish UI/UX, then coded campaign websites and landing pages using HTML, CSS, and JavaScript.
- Led website maintenance projects by working with clients to develop requirements and execute them. Customized and integrated WordPress sites.
- Coded HTML email campaigns and tested for consistency across platforms.
- Worked with team to create responsive email framework, improving UX without increasing development time. Wrote documentation and led training.

SAN DIEGO ZOO GLOBAL

Developer / Database Administrator // July 2012 – October 2014

Guest Services Representative // November 2008 – July 2012

- Primary web and email developer for San Diego Zoo fundraising department.
- Collaborated with designers to develop multi-channel campaigns, and convert requirements and mockups into fully functioning websites integrated with eCRM.