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Hi, I'm
Brad Waropay

I'm a developer and designer with a passion for problem solving and an obsession with craftsmanship. I create design systems that not only establish a consistent visual language, intuitive UI patterns, and enjoyable interactions for your users, but also lay a solid foundation for your product, making development and iteration faster and easier.

Industry Knowledge and Traits

- 10+ years Software/Web Development and Design
- Passion for Learning
- Critical Thinking and Problem Solving
- Long Term Strategic Thinking and Planning
- Strong Communication and Presentation Skills
- Leadership, Management, and Mentoring

- Design Systems and Web Components
- UI/UX and Interaction Design
- Designing/Developing for Accessibility
- Responsive Design, Layout, and Typography
- Graphic Design, Illustration, and Animation
- Data Modeling and API Design

Tools and Technologies

Things I use daily...

- JAMStack Focused
  - HTML/CSS/JavaScript/TypeScript
  - Vue/Nuxt
  - Node
- CSS Preprocessors/PostCSS
- Build/Automation Tools (webpack, etc...)
- QA and TDD/E2E Testing (Jest, Cypress, etc...)
- SVG/Canvas
- Git

Experienced with...

- Prototype/Wireframe Tools (Figma, Invision, etc...)
- Visual Design Tools (Adobe CS, Affinity, etc...)
- Animation/Visualization Libraries (GSAP, D3, etc...)
- Database/API Tools and Queries
- GraphQL
- React/Angular
- AWS
- Flutter/Dart
- Go

Experience and Background

Hownd / Senior Engineer
2019 - Present

Development lead for internal and merchant based web apps, establishing and improving architecture, design systems, and automation. Work closely with the product/executive teams and designers to create a product roadmap and implement new features.

Created and launched initial MVP merchant web app. Currently working on internal tools and APIs, as well as our consumer facing Flutter based mobile app.

meltmedia / Senior Front-End Developer and Supervisor
2014 - 2019

Developed software and web apps for melt's custom software team with a focus on JAMStack, design systems, component libraries, and automation tools. I also took on the position of supervisor for the custom team developers. Responsible for direct reports, mentoring, regular one on ones, and reviews.

Lead developer for migration of a major client from static generated marketing sites to AEM (Adobe Experience Manager). Responsible for coordinating the effort with product management and the client while leading a team of developers and designers in creating a design system and component library to unify and streamline over 90+ sites and migrating them to the new platform resulting in site development times going from months to weeks.

Formed internal groups for UI/UX standards and accessibility to establish and advocate better development practices company wide and increase awareness across all disciplines.

Fender / Interactive Developer and Designer
2012 - 2014

Designed, developed, and maintained several brand web sites and participated in a major Fender site and brand redesign. Responsible for creating interactive microsites, marketing sites, and web apps such as the Dimension Bass Launch, the Fender Airstream Road Trip, and the Custom Shop Guitar Builder.

Europa Sports / Web Developer
2011 - 2012

Electrolux / Graphic Designer
2010- 2011

University of Advancing Technology / BA of Multimedia
2004 - 2008