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Brad**Waropay**

Developer, designer, and technology enthusiast with a passion for problem solving and an obsession with craftsmanship.

Background & Knowledge

- Versed in modern HTML, CSS, and JS capabilities, implementation, and best practices (HTML5, CSS3, and ES6)

- Proficient in Git and Git Flow strategies for working on both small and large teams with high complexity projects

- Use of linting, writing tests, and general site QA for bug testing and optimization

- Experienced with popular task runners, package managers, workflows, and generators (npm, yarn, gulp, babel, webpack, metalsmith, etc…)

- Experienced with using modern front end frameworks such as React and Vue, and the principles of traditional MVC

- Solid understanding of responsive design and use of a mobile first and device agnostic approaches, using both custom solutions and popular css frameworks (Bootstrap, Foundation, Pure, etc…)

- Knowledge and implementation of "atomic" design, developing modular reusable code, web components, and UI design systems

- Strategies for markup and file architecture as well as HTML, CSS, and JS design patterns, structure, and syntax to optimize accessibility, reusability and ease of maintenance for growing or shifting teams

- Advocate for using and knowledge of various implementations of CSS methodologies (Functional CSS, BEM, ITCSS, etc…)

- Animation and interactive design using canvas, webGL, and SVG

- Strong knowledge of design and layout as well as use of layout and wireframing software (Photoshop, Illustrator, Sketch, etc…)

Education

University of Advancing Technology 2004-2008
BA in multimedia

4.0 Summa Cum Laude

Experience

meltmedia 2014-2017
Senior Front End Developer/Team Lead

Primary front end developer and team lead for meltmedia's AEM (Adobe Experience Manager) line of business catering to some of their largest clients. I'm responsible for front end technical direction and architecture, guiding structure for modular reusable components, and driving standards for a consistent design system and UI. I work closely with clients and other disciplines such as design, project management, and business to help align goals with the technical direction, development efforts, and usability.

As a team lead I work with developers and designers of various backgrounds and skill sets. I'm responsible for managing the team's resourcing and work, documenting and training the team on new processes, helping provide technical solutions and scoping, as well as general mentoring.

Fender 2012-2014
Front End Developer/Interactive Designer

Part of the Fender marketing and development team responsible for maintenance and updates of the main Fender website and blog, as well as participating in two major site redesigns, and lead developer and designer for several marketing campaigns including the Fender Road Trip concert series, the Custom Shop Guitar Creator, and various movie, event, and product launch interactive microsites such as the Dimension Bass.

Along with the primary Fender site, was also lead developer and designer for several brand sites owned by Fender, including major names like Jackson, Gretsch, and Takamine among others. Work included everything from maintenance and new product/event initiatives to complete site redesigns.

Europa Sports 2011-2012
Front End Developer/Graphic Designer

Primary and sole developer for Europa's specialty brands marketing sites. Responsible for helping drive brand direction, marketing, design, and development from concept to production of small interactive marketing sites, blogs, and ecommerce platforms for new specialty products. Was also involved with creating graphics and illustrations for several print advertisements used in various publications and package designs for new lines of products.

Electrolux 2010-2011
Graphic Designer

Worked with a small team creating advertising, displays, and packaging for major US retailers for national campaigns including Best Buy, Lowes, Target, and Wal-Mart, as well as major industry events such as the national Housewares Trade Show.