Bret Petersen

Front-End Web Developer

bretpetersen@gmail.com • +1 415-939-1779
linkedin.com/in/bret-petersen/
github.com/bretpeters3n/ • bretpetersen.com

Highly adaptable professional with comprehensive experience designing and developing robust and scalable web applications in fast-paced environments.

Skilled in front-end and back-end development, with a focus on building dynamic user interfaces using HTML, CSS, and JavaScript. Committed to producing high-quality, scalable, and maintainable code while continuously updating skills to stay current with web development trends; also a strong communicator and effective team player.

Areas of Expertise

- Front-End Web Development
- Responsive Design Techniques
- Cross-Browser Compatibility
- Web Performance Optimization
- UX/Graphic Design
- Web Animations
- Process Improvement
- Teamwork & Collaboration
- Troubleshooting & Debugging

Technical Skills

Languages: JavaScript, ES6, jQuery, CSS, HTML5, PHP, Typescript
Frameworks: ReactJS, NodeJS, NextJS, ExpressJS, Tailwind CSS, Bootstrap, Kentico, Magento 2
Tools: Vite, Git, MUI (Material-UI), Figma
Databases: SQL (MongoDB), NoSQL (PostgreSQL), SQLite (w/ local-first in mind)
Other Expertise: Model-View-Controller, Object-Relational Mapping, Bcrypt, Blender, Oculus App Store

Professional Experience

PHEASANTS FOREVER, St. Paul, MN   2024
Front-End Web Developer (Remote)

Designed and developed blog posts and landing pages for various promotional campaigns, as well as designed and developed new UX flows for user registration and login experiences.

- Revamped and improved login and account registration user experience using UX best practices, separating the once combined flows into separate flows to reduce confusion between their accompanying descriptions and actions.
- Collaborated with design coworkers in constructing a new web style guide to accompany Pheasants Forever's upcoming 2025 rebranding, website redesign, and future projects.
- Streamlined landing pages and blog posts production within the Kentico environment using newly created templates, Javascript, CSS, HTML, and front-end web development best practices.
- Skillfully performed various needed production artist and development improvement tasks including image editing, image optimization, image lazy-loading application, and animated gif creation.

COOLIBAR, Minneapolis, MN   2022 to 2023
Front-End Web Developer & UX Designer (Hybrid)

Developed responsive and user-friendly front-end interfaces for web applications, ensuring cross-browser compatibility and accessibility. Conducted user research, usability testing, and analysis to gather insights and inform UX design decisions.

- Achieved a 21.4% increase in accessibility, reaching 89.3%, by implementing code upgrades to meet web standards, thereby enhancing user engagement.
- Spearheaded a homepage redesign project to optimize product visibility, aesthetic appeal, and UX flow on the company's Magento 2 homepage, resulting in a 30% increase in visibility.
- Played the main role in improving SEO performance by implementing PLP tag additions, schema markups, bug fixes, and other tasks, leading to a significant rise in website traffic and online presence.

IRISH TITAN, St. Louis Park, MN   2020 to 2021
UX/UI Designer

Facilitated discovery meetings with new clients to identify their business requirements, leading to the development of tailored solutions.

- Provided strategic guidance to clients on selecting optimal e-commerce platforms (Magento, Shopify, BigCommerce) and applications, attaining a significant improvement in customer retention.
- Implemented Figma across projects, fostering enhanced design collaboration and reducing project turnaround time by 20%.

UNITED HEALTHCARE, Hopkins, MN   2019
Web Specialist

Ensured the efficiency of animated ad production through the utilization of HTML5 & JS, while refining the design and development process of customer-facing emails with user-friendly templates.

- Recognized with the 'employee of the month' accolade during the brief contract tenure.
- Boosted sales email production by 30% through the development of user-friendly templates.

TARGET, Minneapolis, MN   2018 to 2019
Web Animator

Fostered collaboration among fellow designers and developers, translating collective ideas into vibrant animated ads for diverse seasonal marketing campaigns.

- Elevated productivity and visual aesthetics by integrating modern animation software that enhanced efficiency in ad production and seamless animations.
- Improved the efficiency of creating animated advertisements by 20%, resulting in streamlined processes and increased output.

SAN FRANCISCO AGENCIES, San Francisco, CA   2005 to 2018
Lead Web Designer & Web Animator

Demonstrated proficiency in website design, style guide creation, conceptual brainstorming, storyboarding, wireframing, and ad animation, and adeptness in both receiving and providing constructive feedback. Gained extensive experience collaborating on cross-functional teams across various settings, including large corporations, startups, and boutique agencies.

- Served as the key liaison between developers and fellow creative people, such as designers and creative directors, leveraging proficiency in coding to facilitate effective communication.
- Agencies include: Google, AKQA, Organic Inc., Doremus, Personal Capital, Lift, Cibo, Teak, Freestyle Interactive, and Agency.com.

Key Projects

Affirmations (github.com/bretpeters3n/affirmations-vite)   2023
- Designed and developed a personal project enabling users to manage affirmations tailored to address specific life challenges, facilitating mood enhancement.

Dev Portfolio; Full-Stack Web Development Bootcamp (github.com/bretpeters3n/dev-portfolio)   2022
- Personally developed portfolio project showcasing web development bootcamp projects and previous design career projects.

Education

Bachelor of Fine Arts in Graphic Design | University of Minnesota, Duluth, MN

Professional Development/Certifications

Full-Stack Web Development Certificate | University of Minnesota, Minneapolis, MN
UX Certificate | Brainco, Minneapolis, MN
VR App Development, VR App Publishing, Unity, and World Building | Universe, Online