

Bret Petersen

Full-Stack Developer Profile

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

Skilled in both front-end and back-end development, specializing in creating dynamic user interfaces using HTML, CSS, and JavaScript. Committed to delivering high-quality, scalable, and maintainable code to meet project requirements and exceed client expectations. Strong problem-solving skills and ability to troubleshoot and debug complex issues to ensure robust and high-performance web applications. Passionate about staying updated with the latest trends and technologies in web development to continuously improve skills and deliver innovative software solutions. Effective communicator and team player, capable of working independently or as part of a collaborative team to achieve project goals and deadlines.

Areas of Expertise

- Front-End Web Development
- RESTful API Design
- Responsive Design Techniques
- Cross-Browser Compatibility
- AI & VR Development
- Web Performance Optimization
- UX/Graphic Design
- 3D Animation
- Project Management
- Process Improvement
- Teamwork & Collaboration
- Troubleshooting & Debugging

Technical Skills

Languages: JavaScript, ES6, jQuery, NodeJS, CSS, PHP, C#, Typescript, HTML5

Frameworks: ReactJS, NodeJS, NextJS, ExpressJS, Tailwind CSS, LangChain, Magento 2, Unity, Bootstrap

Platforms: OpenAI, Unity, Vercel, Fly.io, GitHub, GitHub Pages

Tools: Figma, Vite, Git, MUI (Material-UI), Prisma, Neon

Databases: MongoDB, SQL, MySQL, PostgreSQL

Testing Methodologies: Unit Testing, Snapshot Testing

Other Expertise: React Native, Model-View-Controller, Object-Relational Mapping, Bcrypt, Blender, Oculus App Store

Professional Experience

COOLIBAR, Minneapolis, MN

2022 to 2023

Front-End Web Developer & UX Designer

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 upgrades to web standards code, thereby enhancing user engagement.
- Implemented modern UX strategies to enhance utility navigation, reducing cognitive load in the user experience.
- Spearheaded a homepage redesign project to optimize product visibility and aesthetic appeal on the company's Magento 2 homepage, resulting in a 30% increase in visibility.
- Played a key 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 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
Web Specialist

2019

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
Web Animator

2018 to 2019

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
Lead Web Designer & Web Animator

2005 to 2018

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 implemented a personal project enabling users to manage affirmations tailored to address specific life challenges, facilitating mood enhancement.
- Leveraged tools, including React, Vite, MUI, Framer Motion, UUID, Toastify, Bootstrap, and GitHub Pages for project development.

Beautiful Mind VR App; Universe (Online) (github.com/bretpeters3n/BMind_vrUNITYApp)

2022

- Led the project as a C# developer, spearheading the development of a VR application aimed at educating ADHD users on essential life skills.
- Employed tools, such as Unity, C#, SketchFab, Blender, NovelAI, Miro, Audacity, and Premiere Pro to bring the project to fruition.

Cat Memory; Full-Stack Web Development Bootcamp (github.com/bretpeters3n/cat-memory)

2021

- Acted as project lead in developing an application allowing users to play a game of memory with cat photos.
- Utilized tools, including Javascript, Bootstrap, the Cat API, and GitHub Pages.

Education

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

Professional Development/Certifications

Full-Stack Web Development Certificate | University of Minnesota, Minnesota, MN

UX Certificate | Brainco, Minneapolis, MN

VR App Development, VR App Publishing, Unity, and World Building | Universe, Online