

# BROOKE KENNISON

FRONTEND DEVELOPER  
UI/ UX DESIGNER



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Indianapolis

## Summary

Driven Frontend Developer and UI/UX Designer with a passion for collaboration and clean solutions. Proven ability to lead projects, communicate effectively with stakeholders, and implement innovative ideas to enhance applications. Skilled in crafting intuitive user experiences, user flows, writing clean code, and standardizing CSS libraries for custom brand identities with minimal class usage. Passionate about continuously improving the user experience and bringing creative solutions to the table.

## Technologies/Skills

TECHNOLOGIES		SKILLS	
• React	• CSS preprocessors	• User Flow Mapping	• Stakeholder
• Redux	(SASS)	• UI/UX Design	Engagement
• Typescript	• CSS Frameworks	• Mockup Creation	• QA Testing
• Next.js	(Bootstrap, Material	• Advanced	• Agile
• Modern State	UI, Tailwind)	Prototyping	Methodologies
Management	• CSS Library	• Development	
Solutions	Configuration	Requirement Writing	
	• Figma	and Estimation	

## Experience

Ingram Content Group

Frontend Developer & UI/UX Designer

Remote

March 2022 - Current

**Applications:** Bookfinitly.com, ShelfSavvy.com, and other micro-sites

**Application Purposes:** Email acquisition to create advertisement opportunities for book publishers

- Spearheaded the transformation of the 'My Bookfinitly' page, orchestrating a multifaceted approach that included user flow mapping, mockup creation, stakeholder presentations, and the development of detailed requirements for both backend and frontend developers. Successfully managed project timelines to ensure a timely launch.
- Implemented CSS framework standardization across applications by converting disparate vanilla CSS classes into reusable components. This initiative streamlined the codebase by 15% while enhancing application standardization and maintainability.

## Experience (Continued)

- Utilized Redux to store state from API calls, minimizing multiple calls to the backend by leveraging the global state store in Redux and local storage for efficient data management and improved performance.
- Played a significant role in rewriting the frontend router from React Router to Next.js, transitioning the application from client-side to server-side rendering. This transformation enhanced performance, security, and enabled search engines like Google to crawl the site effectively, resulting in improved SEO and making the site more discoverable.

Sweetwater Sound  
**Full Stack Developer**

Fort Wayne, IN  
**March 2020 - March 2022**

**Application:** Sweetwater.com and internal services

**Application Purpose:** E-commerce hub for musicians to purchase gear and pro audio equipment

- Spearheaded the development of a Media API tailored specifically for sweetwater.com, streamlining the handling of product images to significantly enhance page loading speed, reduce cloud hosting expenses, and seamlessly integrate approximately 50% of API calls across key platforms including the e-commerce portal, Cron scheduler, and microsites.
- Actively participated in frontend modifications for product detail pages and the deals section, orchestrating UI enhancements aimed at boosting conversion rates, while seamlessly transitioning between frontend codebase improvements and the conceptualization of cutting-edge features.
- Played a pivotal role in ensuring the integrity of deliverables through rigorous quality assurance practices, driving frontend advancements, and maintaining comprehensive project documentation.

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## Education

Instructor: Daniel Schifano & Andrei Neagoie  
**Online Course: Web & Mobile UI/UX Design in Figma**

Online  
**March 2023**

**Personal Objective:** Improving skills to craft intuitive and captivating digital experiences, grasping industry standards, and fostering better collaboration with design and development teams.

Institution: General Assembly  
**Foundations of Software Engineering**

Online  
**September 2019**

**Personal Objective:** Building a strong foundational understanding of frontend and backend development and languages. Gain proficiency in managing git control, mastering project planning and deployment strategies, and gaining insight into the fundamentals of Agile methodology.

Institution: Purdue University Indianapolis  
**Computer Science**

Indianapolis, Indiana  
**2018**