

Brian VanPortfleet | Front-End Web Developer

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Objective

Certified Front-End developer with a specialization in **React and Vue** with over two decades of expertise in website management, **IIS server administration**, and domain name acquisitions, management, and domain transitions. Proficient in **SEO**, secure **certificate** handling, and **ADA compliance**, with a strong capability in transitioning old web applications to more modern **Node.js** frameworks/libraries like **React, NextJS and Vue**. Also an expert in **HTML, CSS, SQL, Sass and Tailwind** and various design tools such as **Photoshop, Illustrator, and InDesign**. Possessing a strong **marketing** and **advertising** background, aiming for a senior role to leverage my extensive experience in driving efficient web system management, complemented by compelling **visual design** and robust **database solutions**.

Technical Skills

- Web Development (Front-End / Full-Stack Developer): HTML, CSS, Sass, Tailwind, JavaScript, jQuery, Bootstrap, Node.js, Express, ReactJS, NextJS, VueJS, ASP (VB), .NET C# MVC
- Server Management: Windows Server/IIS Server Administration
- Database Management: SQL, MySQL Database Administration and Optimization
- Analytics & Reporting: Google Analytics, Funnel Report Creation
- Domain Management: Domain Name Acquisitions, Management, and Transitions
- ADA Compliance: Proficient in ensuring web content and platforms are ADA compliant.
- Content Management Systems: WordPress, TeamSite, Adobe Experience Manager, Quickbase
- Graphic Design: Photoshop, Illustrator, InDesign, PowerPoint
- Tools & Platforms: Git, GitKraken, Visual Studio, VS Code, IIS, Azure, AWS
- Agile Methodology: Trained in the Agile method with Rally and Jira experience.

Professional Experience

Web Content Manager (Front-End Web Developer)

Farmers Insurance, Caledonia, MI – August 15, 2001 - September 28th, 2023

- Acted as an experienced UI/UX designer, creating intuitive and compelling user interfaces, enhancing overall user experience with various NodeJS libraries and frameworks like React, Angular and Vue.

- Directed and updated website content, ensuring alignment with brand guidelines and maximizing SEO potential.
- Managed SQL and MySQL database integrations for dynamic content retrieval and user data storage.
- Collaborated with marketing and IT departments on domain name acquisitions, management, domain transitions, and the acquisition and installation of secure certificates.
- Specialized in transitioning web applications from .NET to Node.js, ReactJS and Vite/VueJS.
- Utilized Google Analytics to track website performance, and created funnel reports to understand user behaviors and conversion pathways.
- Ensured all web content and interfaces are ADA compliant, optimizing accessibility for all users.
- Engaged with the design team to optimize visual content, enhancing user engagement and conversions.
- Oversaw website and domain management, including database configurations.

Graphic Designer

Meijer Corporation, Walker, MI – November 15, 1996 - August 14, 2001

- Crafted visual content for various marketing campaigns using Photoshop, Illustrator, InDesign, and PowerPoint.
 - Assisted the web development team in integrating graphics into database-driven interfaces.
 - Collaborated with marketing to ensure graphic designs aligned with promotional strategies.
 - Worked under tight holiday deadlines, ensuring timely delivery and quality of marketing materials.
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Education

Degree in Audio Engineering (Course Director Awards)
Full Sail University

Certificates

- Front-End Development - Meta Technologies
 - Html and Css in depth - Meta Technologies
 - Programming with JavaScript - Meta Technologies
 - Advance React Js - Meta Technologies
 - VueJS Framework
 - Server Rendered Website with Next.js
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Personal Traits

- Exceptional problem-solving skills with a deeply analytical mind.
- Strong leadership capabilities.
- Detail-oriented with a passion for technology, design, and data.
- Passion for doing it right the first time.