Andrew M Loehr

MULTI-DISCIPLINED SENIOR UI/UX, FRONTEND ENGINEER, GRAPHIC & BRAND SPECIALIST

Agile and adaptable professional with **20+ YEARS OF DEV, DESIGN, AND LEADERSHIP EXPERIENCE**
Thorough understanding of **OPERATIONS, DESIGN PRINCIPLES, AND CUSTOMER INTERACTION**
BROAD SKILL SET and multi-faceted **FRONT-END EXPERTISE**
Enthusiastic **PEOPLE PERSON** with **CLIENT-FACING** and **TEAM-LEAD** talents
Passionate about **IMPACTFUL** and **OPERATIONALLY SOUND FRONT-END SOLUTIONS**

TOOLBOX

JS / React.js / Next.js
TypeScript / Node.js
PHP / PHTML / XML
CSS3 / SCSS / SASS
Figma / Adobe XD / Sketch
Composer / NPM / Yarn
GitHub / Jira / Azure
Concrete
Wordpress
Magento 2
Shopify
BigCommerce
NetSuite
HTML / XHMTL / HTML5
GraphQL / REST
Adobe Creative Suite
Microsoft Office

REFERENCES

Peter Ladis
TRAK SERVICES
CTO
(813) 785-6241

John Page
FUSION WORLDWIDE
Director of eCommerce
(774) 219-1765

Jim Warlick
TRAK SERVICES
Senior Product Manager
(205) 612-9355

Kelly Brown
FUSION WORLDWIDE
Quality Assurance Lead
(774) 210-0536

WORK EXPERIENCE

SENIOR UI/UX DEVELOPER
TRAK SERVICES | BIRMINGHAM, AL | OCTOBER 2023 – JULY 2024
• Designed web branding guidelines for a company-wide corporate re-brand, consolidating six separate products into one product with six services
• Developed Figma screens with new style guides and custom components to improve usability, accessibility, page routes, layout controls, and ease of navigation
• Created a new React + Vite headless, fully-branded theme with custom router, SCSS-scoped modules, and an internal package repository containing shared components
• Communicated daily with management, marketing, product leads, developers, and partners to improve processes and products based on specifications, timelines, and shared expectations

SENIOR FRONT-END ENGINEER
FUSION WORLDWIDE | BOSTON, MA | OCTOBER 2022 – OCTOBER 2023
• Managed agile development team, building a custom, premium B2B eCommerce platform
• Developed and maintained turnkey solution to pull product, order, offer, and quote details from Retail Management System (RMS) to custom Python back-end software, which exposed GraphQL endpoints and functions for use in a fully-branded, headless React.js front-end theme
• Created and supported fully-featured, polished, and responsive UI to handle online quotes and purchases for a projected $1.5 billion in annual sales

LEAD FRONT-END DEVELOPER
BRAND LABS | ROCHESTER, MI | JUNE 2021 – MAY 2022
• Led the development and customization of a specialized React.js headless theme for an Enterprise Magento B2B platform
• Oversaw the meticulous import of 20,000 products and category data from Volusion to Magento, ensuring a seamless transition while managing semantic versioning of deployments using Git and Azure for precise version control
• Integrated custom components, including tailored product views, specialized payment methods, B2B invoicing, bulk international shipping options, complex cart discounts, coupon configurations, and a streamlined customer-facing quoting system

OWNER & OPERATOR
KISMET | DETROIT, MI | JUNE 2015 – JUNE 2021
• Utilized skills in project management, development, and design to work independently on projects for various clients, including the University of Alabama, NASA, National Geographic, Serene Spaces Living, and Bravo Actual
• Responsible for content creation, implementing technical solutions, and utilizing modern styling and front-end frameworks to develop scalable e-commerce, marketing, and internal web solutions
• Provided client training to support successful launch and post-launch operations

DIRECTOR OF CREATIVE DEVELOPMENT
FISHBAT | RONKONKAMA, NY | OCTOBER 2013 – JUNE 2015
• Managed a team for web software, marketing, and design projects, overseeing the development of 10 eCommerce and 7 marketing solutions with responsive styling and flexible templates for customer content updates
• Developed impactful branding and messaging for a diverse client base, ranging from start-ups and well-established corporations to nonprofits

LEAD UI/UX DEVELOPER & SOFTWARE TESTER
NEON INC. | GADSDEN, AL | JANUARY 2012 – OCTOBER 2013
• Developed effective marketing websites on Concrete CMS for ease of use and accessibility with staff
• Improved user experience on staffing website by updating HTML to PHP, refactoring styles, adding jQuery UI components, updating SEO, improving load times, and refreshing the look

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