

# Andrew M Loehr

## MULTI-DISCIPLINED SENIOR UX/UI, FRONTEND ENGINEER, BRANDING SPECIALIST

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

### TOOLBOX

JS / React.js / Next.js  
TypeScript / Node.js  
PHP / PHTML / XML  
CSS / SCSS / SASS  
Figma / Adobe XD / Sketch  
Composer / NPM / Yarn  
GitHub / Jira / Azure  
Concrete  
Wordpress  
Magento Cloud / B2B  
Shopify  
BigCommerce  
NetSuite  
HTML / XHTML / HTML5  
GraphQL / REST  
Adobe Creative Suite  
Microsoft Office

### REFERENCES

#### Peter Ladis

HRLOGICS

CTO

(813) 785-6241

#### John Page

FUSION WORLDWIDE

Director of eCommerce

(774) 219-1765

#### Jim Warlick

HRLOGICS

Senior Product Manager

(205) 612-9355

#### Kelly Brown

FUSION WORLDWIDE

Quality Assurance Lead

(774) 210-0536

### WORK EXPERIENCE

#### SENIOR UX/UI DESIGNER

HRLOGICS | BIRMINGHAM, AL | OCTOBER 2023 – JULY 2024

- Designed web branding guidelines for a company-wide corporate re-brand, consolidating six separate products into a single 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 within the new product
- 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 FRONTEND 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 backend software, which exposed GraphQL endpoints and functions for use in a fully-branded, headless React.js frontend 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 FRONTEND 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 – CURRENT

- Utilized skills in project management, application development, and product 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 web stores, marketing sites, and intranet 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 application, marketing, and design projects, overseeing the development and operations of 10 web stores 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 UX/UI 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 modernizing brand

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