

# 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  
CSS3 / SCSS / SASS  
Figma / Adobe XD / Sketch  
Composer / NPM / Yarn  
GitHub / Jira / Azure  
Concrete  
Wordpress  
Magento 2  
Shopify  
BigCommerce  
NetSuite  
HTML / XHTML / HTML5  
GraphQL / REST  
Adobe Creative Suite  
Microsoft Officer

### 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 feedback, technical specifications, timelines, and shared

#### 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