# David LaBar
UX Engineer  /  Front-end Developer

## PROFESSIONAL SUMMARY

Creative-focused front-end developer and system builder with 20+ years of experience translating visual goals into scalable UI systems. I've led the creation of custom CMS frameworks, design systems, and reusable tools supporting marketing, LMS, and product teams. Known for delivering pixel-perfect interfaces, bridging design and engineering, and adapting quickly across tools and roles.

## CORE SKILLS

**UI DEVELOPMENT:** Semantic HTML, SCSS Architecture, Vanilla JavaScript, React (UI), GSAP
**DESIGN INTEGRATION:** Responsive UI, WCAG Accessibility, Hand-coded SVG, Design Systems
**CREATIVE TOOLS:** Figma, Inkscape, GIMP, Photoshop, Illustrator, Sketch, After Effects, Three.js
**CMS & PLATFORMS:** Craft, Drupal, Wordpress, Magento, Shopify, Eloqua, Silverpop

## EXPERIENCE

### DAVIDLABAR.com
Front-End Developer & Designer
Winter Park, FL • 2003 – Present

Built and branded custom web solutions for tech, entertainment, and small business clients. This included frontend development, interactive design, and scalable CMS frameworks.

• Built and themed WordPress and Drupal sites for property managers, coffee roasters, musicians, and architects.

• Created logos, merch, album art, and business collateral for indie brands and corporate clients.

• Developed custom 3D virtual environments, 3D animations, and promotional sites for clubs and studios.

• Supported affiliate and e-commerce campaigns with responsive landing pages, mini sites, UI assets and forms.

### FULL SAIL UNIVERSITY
Front-End Developer • Design System Lead
Winter Park, FL • 2013 – 2023

Built and scaled the enterprise UI architecture used across Full Sail Online (LMS), internal tools, and fullsail.edu. Created modular systems for devs and non-devs alike.

• Built a modular SCSS/JS design system used by dev and content teams across LMS, fullsail.edu, and internal tools.

• Created component-ready code for React and rebuilt LMS front-end originally made for Rails.

• Rolled out the system at Platinum Creative, powering fullsail.edu, Alumni, and Hall-of-Fame Craft sites.

• Created scalable email/landing page systems in Silverpop and Eloqua, powering hundreds of fast-turnaround marketing campaigns.

davidlabar.com  /  dwlabar@gmail.com  /  (407)921-2353

# EXPERIENCE

## PURPLE ROCK SCISSORS
Creative & Engineer

Orlando, FL • 2011 – 2013

Served in a hybrid design and development role within a small marketing team. Managed monthly deliverables for healthcare and education clients, while building reusable tools and templates in Drupal and Magento.

• Built and themed Drupal sites for Florida Hospital and Florida Hospital for Children (now AdventHealth).

• Developed modular systems that allowed non-technical users to build landing pages.

• Designed and coded banners, emails, and campaign collateral for clients like Bonos BBQ and Tim Tebow events.

• Designed and developed the Kevin Smith Film School Sundays site.

## WESTGATE RESORTS
Senior Web Designer • SEO Specialist

Winter Park, FL • 2005 – 2010

Led design and frontend efforts across dozens of high-velocity marketing campaigns and microsites. Worked between internal departments and affiliate partners to ship interactive content, emails, and branded assets.

• Created a 3D slot game kiosk using Director and 3D Studio Max for use in Las Vegas Planet Hollywood showrooms.

• Designed and developed over 40 resort and campaign sites for travel and vacation offers.

• Supported SEO and A/B testing efforts with Google tools to improve conversion and campaign performance.

• Built a custom internal email system for timeshare marketing and referral campaigns.

# FEATURED PROJECT

## DAVIDLABAR.com
Custom-built portfolio using React and Three.js, featuring a real-time animated 3D grid and fully hand-crafted SVG graphics. Designed as both a technical sandbox and a personal brand showcase, it reflects my approach to interaction, layout, and motion.

• Built an infinite-motion, performant 3D cube grid with theme support and cleanup
• Created all SVG visuals from scratch — logo, UI icons, and service cards
• Styled native input controls for dynamic real-time interaction with the 3D scene
• Structured for responsiveness, modularity, and future visual experiments
• Slim Vite bundle, modular SCSS, and Router preloaders that keep first paint fast

# EDUCATION

## FULL SAIL UNIVERSITY
Associate of Science in Digital Media • 2003
• Awarded Course Director's Award in Computer Graphics

davidlabar.com  /  dwlabar@gmail.com  /  (407)921-2353