**Brian L. McLendon II**

West Orange, New Jersey • brianmclendon.com • 609.213.3356 • mclendon.brian@gmail.com

**Web Developer & User Experience Specialist**

*Multifaceted tech professional with extensive experience in design and frontend development*

Dynamic, highly technical, hands-on Web Developer and User Experience Specialist with a wealth of knowledge and experience enhancing the user experience, utilizing coding/technical tools to develop web/digital content, and collaborating with clients to translate their requirements into actionable project deliverables. Additional experience in graphic design for print and digital media.

*Web & Digital Content Development / Project Management / User Experience / Technical Problem Solving / Graphic Design / Audio Track Creation*

**Technical Proficiencies & Tools**

Adobe Creative Suite, Adobe Script, APIs, Bootstrap, Browser-Agnostic HTML5, CLI, C#, Cross-Browser Responsive CSS, Firebase, Git, Github, Graphic Design, Javascript (ES6/7), jQuery, JSON, MacOS, Multitrack Recording, MySQL, Node.js, NPM, Logic Pro, PC, Photography, React, Unity 3D, WordPress

**Professional Experience**

Frontend Engineer (2018 – Present): AlphaPoint Corporation, New York, New York

Architect, maintain, and update multiple frontend interfaces utilized within AlphaPoint’s industry-leading blockchain solutions and digital currency exchanges.

*Key Achievements:*

* Pioneer the use of new methodology and technology that supports blockchain and digital currency. Streamline and simplify exchange web interfaces and the trading of the new currency.
* Quickly triage errors and proactively maintain frontend interfaces that support web and other technology elements. Avoid and virtually eliminate any critical or unplanned downtime.

Freelance Designer (2014 – Present): Ewing, New Jersey

Serve a variety of clients and support their endeavors for web page, audio, coding, 3D modeling, and application design. Transform their ideas into creative digital and audio solutions.

*Key Achievements:*

* Author, record, and produce audio tracks. Gather requirements from clients and secure the necessary resources to support on-time delivery of key project milestones.
* Strengthen client web/digital presence through the use of technical tools to develop websites and other interactive content. Improve their traffic and retention of key customers.

Senior Web Developer (2017 – 2018): Clikz Digital, Little Falls, New Jersey

Appropriately designed and developed client collateral for print and digital media sources. Generated interesting and unique web pages that encouraged repeat visits.

*Key Achievement:*

* Designed and presented logo and web designs to clients for approval. Translated their ideas and requirements into creative solutions and technical specifications.

Teaching Assistant (2017 – 2018): Trilogy Education via Rutgers U, New Brunswick, New Jersey

Assisted teachers and students with the Coding Bootcamp program at the University. Routinely advised on skills, methods, and techniques that supported their practical work during the entire program.

*Key Achievement:*

* Actively engaged the class in discussion to promote knowledge/information sharing. Honed students coding skills through interactive discussion and hands-on exercises.

Layout Design & Product Photography (2016): Franklin Machine Products, Lumberton, NJ

Developed creative solutions for photography, layout, design, and programming objectives while improving the speed of production and maintaining brand standards.

Event Technician / Photographer (2015 — 2016): We Love Photobooths, Lambertville, NJ

Collaborated on site with proprietary hardware/software setup for photography and printing. Championed all aspects of the transportation, assembly, and operation of custom technology.

Broadcast Graphics Designer (2011 — 2013): NBC Sports, Philadelphia, Pennsylvania

Constructed new graphics each day according to producer and talent concepts to illustrate and illuminate show topics for two live and one taped daily TV News/talk shows.

*Key Achievement:*

* Re-invent topical graphics as stories develop and expand each day.
* Undertook the huge task of converting all 4x3 graphics in use to 16x9 HD as the network made the transition to high definition.

Freelance Graphic Designer (2011 — 2012): G.Girl, New York, New York

Efficiently produced design concepts and illustrations for a prominent women’s clothing line.

Studio Assistant (2011): Caterina Nelli Studio, Rome, Italy

Assisted the artist via studio management, Image manipulation, Painting, Sculpture, Photography, Framing, and minor woodwork tasks that supported production.

Designer (2010): The Village Copier, New York

Developed in store Signage, Advertisements, and illustrations, as well as client-facing projects.

**Education & Training**

Bachelor of Arts in Graphic Design

Rowan University, Glassboro, New Jersey

Associate of Arts in Communication Design

Fashion Institute of Technology, New York, New York

Javascript Full Stack Certificate

Rutgers University, New Brunswick, New Jersey