JULIAN HARDEE

Frontend Architect | Product Engineer
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PROFESSIONAL SUMMARY

Performance-driven **Designgineer** with 10 years of experience bridging the gap between high-fidelity design systems and scalable technical architecture. Specializing in **high-stakes interactive infrastructure**, including bespoke event dashboards, RSVP management systems, and headless commerce solutions for global consumer brands. Expert in framework-agnostic orchestration (Astro, React, Svelte) and data-informed UI engineering, consistently delivering sub-second performance and 90+ Lighthouse scores.

TECHNICAL SKILLS

- **Architectures:** Headless Commerce, Composable Frontend, Event Infrastructure, REST APIs, JSON.
- **Frameworks & Libraries:** React, Svelte, Astro, TypeScript, JavaScript, Tailwind CSS.
- **Platforms & CMS:** Shopify (Liquid & Storefront API), Sanity, Tina, WooCommerce.
- **Engineering & Design:** Performance Optimization (Lighthouse 90+), Build Pipelines (Vite, Vercel/Netlify), Figma-to-Code, WCAG 2.1 Accessibility.

PROFESSIONAL EXPERIENCE

Front-End Developer | Times10 – Los Angeles, CA | *Feb 2025 – Present*

- **Architect bespoke event infrastructure** and RSVP management dashboards for global consumer brands, handling secure data ingestion and real-time administrative reporting.
- **Engineer framework-agnostic UI components** using React and Svelte, utilizing Astro as a high-performance orchestration layer to eliminate JavaScript overhead and maximize SEO.
- **Develop custom Shopify "facelifts"** and headless storefronts, integrating third-party APIs to bypass legacy theme constraints and improve conversion metrics.
- **Translate complex Figma design systems** into pixel-perfect, accessible web applications, managing the full lifecycle from prototype to production deployment.
- **Implement headless CMS solutions** (Sanity, Tina) to decouple content from code, empowering brand marketing teams to manage dynamic site data autonomously.

E-Commerce & Web Development Manager | Hope Sews – Remote | *Aug 2023 – Apr 2024*

- **Directed frontend strategy and UX optimization** for a global WooCommerce platform, serving an international customer base.

- **Executed data-driven redesigns** of checkout and product pages, utilizing A/B testing results to measurably increase conversion rates.
- **Optimized platform performance** via lazy loading, code splitting, and query optimization to ensure rapid global load times.
- **Enforced WCAG 2.1 standards**, ensuring high-level accessibility and compliance across all digital touchpoints.

WordPress Developer | DigitalAgency.Support – Richmond, VA | *Mar 2020 – Aug 2023*

- **Developed custom web applications** and e-commerce environments using modern JavaScript frameworks and WordPress.
- **Built reusable component libraries** and integrated REST APIs for dynamic, high-traffic content delivery.
- **Engineered secure payment gateway integrations** and third-party API connections for diverse e-commerce clients.

Freelance Consultant/Digital Strategist | Thoughtform Worldwide | *2017 – 2024*

- **Managed end-to-end e-commerce lifecycles**, from brand identity and graphic design to store setup and fulfillment integration.
- **Consulted on growth strategy**, scaling small businesses through performance tracking, SEO optimization, and conversion rate improvements.

EDUCATION

- **Data Science Certificate** – BrainStation | 2025
- **AI & Data Science Certificate** – AAA Institute | 2024