

Kyler Gronner



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PORTFOLIO

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EXPERIENCE

LAND F/X | WEB AND MOBILE DEVELOPER 2021 - NOW

Designed and managed website and all landing pages for SaaS business. Refactored and redesigned purchase system into an object oriented, mobile-friendly, subscription-ready application. Produced marketing materials to increase trade show conversion sales.

Land F/X App: Developed mobile app with C# and Xamarin. Created PHP web hooks to refresh content based on website updates and notify users via push notifications. Available on Apple App Store and Google Play Store.

Purchasing System: Created a purchasing system that runs credit card payments through PayPal's Payflow API then updates an internal SaaS client management system. Redesigned front-end UI/UX to reduce decision friction and confusion.

BISHOP'S PEAK ELEMENTARY SCHOOL | SUPPORT EDUCATOR 2021 - 2022

Provided in-person educational support and a safe environment to groups of 5th/6th grade students struggling with distance learning during the pandemic.

LAND F/X | WEB DEVELOPER 2017 - 2020

Transitioned website to be mobile-friendly. Improved UI/UX of support system: created a video page where videos are searchable by text or by over 30 combinations of categories, implemented a cohesive and colorful design of documentation and knowledge base articles, streamlined user-flow in support ticket system. Managed marketing of multiple online sales campaigns in coordination with sales team.

30 Day Challenge: Developed a web-based learning module in the software. Gamified video and written documentation into learn-by-doing process to get new users comfortable with the software. Adopted into Virginia Tech's Landscape Architecture program.

SKINNY KITCHEN | IT AND WEB DESIGN 2016 - 2017

Created the website based on a Wordpress template. Increased webpage performance, speed, and SEO. Assisted in management of advertising, revenue, and placement. Maintained site security.

Traffic Boost: Increased web traffic from 2,000 to 10,000 daily unique visitors.

PINNEY INSURANCE | MARKETING SEO INTERN 2012-2013

Tracked backlink trading scheme to improve website SEO. Managed internal newsletter. Award recipient Marketing Intern of the Year.

EDUCATION

CALIFORNIA POLYTECHNIC STATE UNIVERSITY — BA, 2017

SKILLS

GITHUB, MYSQL, PHP, JAVASCRIPT, AJAX, REACT, REACT NATIVE, JSX, XAMARIN, CSS, TAILWIND, WORDPRESS, JOOMLA, SEO