KITRICK BELL

SENIOR FRONT-END DEVELOPER

CONTACT

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EDUCATION

MASTERS OF SOFTWARE APPLICATION DEVELOPMENT

Southern New Hampshire University
GPA: 3.8
2023 - 2025

MASTERS OF CYBER SECURITY

Southern New Hampshire University
2025 - In Progress

AI CONCEPT TO CREATION COURSE

Southern New Hampshire University
2026

BACHELORS OF COMPUTER INFORMATION SYSTEMS

University of Mary Hardin-Baylor
2010 - 2015

FULLSTACK DEVELOPMENT BOOTCAMP

University of Texas
2019 - 2020

SKILLS

FRONT-END DEVELOPEMENT:
HTML5, CSS3, Sass, Tailwind CSS, Bootstrap, JavaScript, jQuery, React, Razor/MVC, Vite, Figma

BACK-END & DATABASES:
Node.js, Java, Spring, SQL Server, MySQL, API Integration, Functional Programming

ENTERPRISE & MARKETING PLATFORM:
Salesforce Marketing Cloud (SFMC), Ampscript, Meridian Benefits Platform, FormAssembly, Vidyard, VWO

TOOLS & WORKFLOW:
Git, GitHub, Git Extensions, CI/CD Pipelines, Agile/Scrum, QA/Testing, Accessibility (WCAG), Jira

SUMMARY

Senior Front-End Developer with 5+ years of experience building analytics-driven, enterprise-scale applications. Proven track record of improving conversion, performance, and usability through data-informed UI development and component-driven design systems.

EXPERIENCE

SOUTHERN NEW HAMPSHIRE UNIVERISTY

Senior Front-End Developer (2023 -Present)

- Led front-end development and A/B testing of the Admissions Portal Action Items page, increasing applicant clicks to DocuSign by 16.24%, resulting in ~49,000 additional document completions annually.
- Developed and enhanced student-facing pages that guide users from inquiry to enrollment, leveraging analytics to measure engagement and improved the end-to-end student experience.
- Developed and maintained a reusable front-end component library in Salesforce to standardize UI patterns, improved performance, and accelerated delivery across student-facing applications.

EMPYREAN BENEFITS SOLUTIONS

Senior Front-End Developer (2021 - 2023)
Junior Front-End Developer (2020 - 2021)

- Developed internal admin tools and client-facing benefits applications using ASP.NET MVC/Razor, integrating controllers, models, and views with newly built and existing APIs.
- Built complex product features including a recommendations dashboard and communications hub, enabling metrics visualization, message auditing, and dry-run validation using data visualization and table libraries.
- Led the redesign of an internal admin platform, standardizing color systems, typography, semantics, and reusable components to improve usability, accessibility, and long-term maintainability.
- Promoted to Senior Front-End Developer in recognition of technical leadership, ownership of high-impact features, and cross-functional collaboration.

EMPYREAN BENEFITS SOLUTIONS

Business Systems Analyst (2017 - 2020)

- Led client implementations and complex system configurations for benefits platforms serving 250,000+ employees, launching websites for 12+ unique groups while mentoring entry-level analysts and ensuring alignment with business requirements.
- Developed Python scripts and optimized SQL Server queries for eligibility logic, rate calculations, and premium reporting, reducing processing time from 16+ hours to 4 hours and improving operational efficiency.
- Collaborated with DevOps and front-end teams to implement responsive UI customizations, perform QA, and approve production releases, ensuring seamless functionality across all platforms.