

# Darrin Duncan

## Sr. Front-End Developer

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### SUMMARY

Sr. Front-End Developer with 15+ years of experience driving user-centric web application design and development. Proven track record of delivering significant improvements in user engagement (25% increase) and conversion rates (30% boost) through expertise in JavaScript, React.js, TypeScript and modern front-end technologies. Skilled in leveraging AI-powered tools to enhance development efficiency and innovation. Seeking a challenging React Developer role to leverage my comprehensive front-end skillset and passion for building innovative solutions.

### SKILLS

- **Technical Skills:**
  - HTML, CSS, JavaScript, React, Node.js, Sass, TypeScript, Vue.js, Redux.js
  - MERN Stack, MongoDB, Git, GitHub, CI/CD, Responsive Web Design
  - Cross-Browser Compatibility, Performance Optimization, RESTful APIs
  - Ajax | Fetch | Axios, UI/UX Design Principles, Wireframing, WCAG
  - Basic SEO, Google Analytics, Chrome Developer Tools, Lighthouse
  - Bootstrap, jQuery, WordPress, WooCommerce, Adobe XD, Figma, Prototyping
- **AI-Powered Development Tools:**
  - Claude, Meta AI, ChatGPT, GitHub Copilot, Google Gemini, Lovable, Amazon Q
- **Prompt Engineering:**
  - Proficient in developing effective and iterative prompts for various AI models
  - Experienced in tailoring prompts for code generation, debugging, and creative problem-solving

### WORK EXPERIENCE

**Boscov's Department Store, LLC**, Reading, PA

**Sr. Front-End Performance & Technical Audit Consultant** | May 2025 - October 2025

- Improved site speed, stability, and scalability by resolving JavaScript conflicts, DOM inefficiencies, and architectural flaws on a high-traffic e-commerce platform.
- Boosted conversions and cut page load times by optimizing jQuery workflows and fixing performance bottlenecks at the code level.
- Delivered a faster, higher-converting checkout by translating Adobe XD designs into production-ready code.
- Enhanced mobile ADA accessibility, expanding audience reach and reducing compliance risks.
- Mentored developers and established performance best practices and architectural standards, raising team quality and efficiency.
- Maintained uptime during peak traffic by troubleshooting complex live production issues with advanced debugging.
- Streamlined CI/CD workflows using Grunt: automated branch builds, PR creation, QA deployments, and production pushes, accelerating development velocity by 50% and reducing bugs by 70%.

**Nutrisystem, Inc**, Fort Washington, PA

**Senior Front-End Developer** | Dec 2018 - February 2025

- Developed and implemented front-end enhancements for segmented e-commerce landing pages across Nutrisystem's family of brands (Nutrisystem, Jenny Craig, Wellina, South Beach Diet, Tivity Health, and Total Lean/GNC), in tandem with cross-functional UX design teams, resulting in a 30% boost in user engagement.
- Designed and developed a scalable customer scheduling app using JavaScript and CSS, utilizing AI-powered code completion and suggestion tools, elevating user engagement by 40%, and driving an 85% user retention rate among 12,000+ users.
- Utilized Figma and WordPress to design, develop, and launch the Wellina brand's landing pages and web components, ensuring accessible and user-centred experiences, resulting in a 30% increase in brand engagement.
- Used Figma to design and develop accessible and user-centered landing pages, hero sections, website components, and marketing emails, ensuring WCAG 2.1 AA compliance and enhancing overall user experience.
- Collaborated with cross-functional teams to implement engaging web front-end code, ensuring seamless integration with business and customer needs, achieving a 95% success rate in project deliverables, and contributing to a 20% increase in team productivity and a 15% reduction in project timelines through mentoring and knowledge sharing.
- Refactored and modernized websites, migrating from Bootstrap 3 to Bootstrap 5, improving performance and mobile responsiveness, and streamlining payment processes through features like Express Checkout, integrating PayPal Pay, Apple Pay, and Google Pay.

## Gateway Ticketing Systems, Inc, Gilbertsville, PA

### Front-End Developer | Apr 2018 - Dec 2018

- Designed and developed visually appealing online ticketing platform pages, driving a 30% increase in customer engagement, a 25% reduction in support queries, and a 95% customer satisfaction rate.
- Created consistent visual branding across online platforms, enhancing brand reputation and recognition by 20%, and increasing brand recall by 15% among 500,000 unique users.
- Utilized HTML, CSS, and JavaScript to implement responsive designs, optimizing images by 40% and reducing page load times by 30%, while developing interactive UI elements that drove 20% increase in user interactions.
- Collaborated with cross-functional teams to integrate graphic elements with ticketing system functionality, ensuring cohesive online ticketing experience, achieving 99% uptime rate, and reducing technical issues by 20%.

## Dynalene, Inc, Whitehall, PA

### Web Developer | May 2017 - Apr 2018

- Designed and developed branded website using Adobe XD, Photoshop, and WordPress, driving a 40% increase in organic search traffic, 25% boost in website engagement, and 15% growth in business revenue.
- Developed an intranet portal with WordPress, enhancing collaboration and communication, reducing email communication by 30%, increasing team productivity by 25%, and achieving a 90% user adoption rate.
- Created user-centric web forms, increasing online inquiries by 50%, converting 25% more visitors into valuable leads, and driving 20% increase in sales-qualified leads.
- Optimized website speed and scalability, reducing bounce rates by 35%, increasing user engagement by 25%, and achieving 95% user satisfaction rate, with page load times decreased by 40%.

## PREVIOUS EXPERIENCE

- **Non For Profit Org**, Bethlehem, PA - **Web Developer** | Mar 2015 - May 2017
- **Epicenter LLC**, Allentown, PA - **Web Developer** | Jan 2014 - Feb 2015
- **Vanguard**, Valley Forge, PA - **Senior Digital Media Producer** | Jun 2011 - Oct 2013
- **AllOne Mobile**, Wilkes-Barre, PA - **UI/UX Designer** | Jan 2009 - Jan 2011
- **Blue Cross of Northeastern Pennsylvania**, Wilkes-Barre, PA - **UI/UX Designer** | Jul 2007 - Jan 2009
- **Genta Inc.**, Basking Ridge, NJ - **Webmaster/Web Designer** | May 2006 - Apr 2008
- **Federal Reserve Bank of New York**, New York, NY - **UI Designer / Front End Web Developer** | Jan 1998 - Apr 2006

## EDUCATION

- Cloud Bootcamp, MultiCloud Specialization, TheCloudBootcamp.com
- Introduction to Cloud Computing, Coursera
- Complete React, Next.js & TypeScript Projects Course, Udemy
- The Complete 2024 Web Development Bootcamp, Udemy
- The Complete Full-Stack Web Development Bootcamp
- Creating Accessible Websites, Udemy
- JavaScript Unit Testing - The Practical Guide, Udemy
- Mastering TypeScript, Udemy
- Full Stack Web Development, FreeCodeCamp
- React.js Essential Training, FreeCodeCamp
- AI & ML Made Easy: From Basic to Advanced (2025), Udemy

## PERSONAL PROJECTS

- **Book Tracker Dashboard**: Track your reading progress, manage book collections. **Stack**: React, TypeScript, Tailwind CSS, shadcn/ui components, React Context API & React Query, React Router, Recharts.  
**URL**: <https://booktracker.darrinduncan.com>
- **Agile Poker Planning App**: Collaborative tool for team-based software effort estimation. **Stack**: React, TypeScript, Tailwind CSS, shadcn/ui components, socket.io, PostgresDB.  
**URL**: <https://agilepoker.darrinduncan.com>
- **Landingpage Auditor App**: Deep insights on conversion, UX/UI, SEO, and performance optimization. **Stack**: React, TypeScript, Tailwind CSS, shadcn/ui components, socket.io, PostgresDB.  
**URL**: <https://lpa.darrinduncan.com>