# Darrin Duncan

**Sr. Front-End Developer**

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## 👤 SUMMARY

Highly accomplished 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, Responsive Web Design, Cross-Browser Compatibility, Performance Optimization, RESTful APIs, Ajax | Fetch | Axios, UI/UX Design Principles, Wireframing, Accessibility Standards WCAG 2.1 Compliance, Basic SEO, Google Analytics, Chrome Developer Tools, Lighthouse, Bootstrap, Sass, 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.

## 💼 EXPERIENCE

**Boscov's Department Store, LLC**, Reading, PA
**Sr. Front-End Performance & Technical Audit Consultant** | May 2025 - Present
- **Contributed to significant gains in site speed, stability, and scalability** by supporting a full-scale front-end audit and resolving JavaScript conflicts, DOM inefficiencies, and architectural flaws in a high-traffic e-commerce platform.
- **Increased conversion potential and reduced page load times** by pinpointing and fixing performance bottlenecks to the exact line of code, optimizing jQuery-heavy workflows with scalable solutions.
- **Delivered a faster, higher-converting checkout experience** by converting Adobe XD designs into production-ready code for a full checkout redesign initiative.
- **Expanded audience reach and reduced compliance risks** by enhancing mobile ADA accessibility for an inclusive user experience.
- **Raised engineering quality and team performance** by mentoring developers, embedding future-proof performance best practices, and establishing long-term architectural standards.
- **Protected uptime and customer experience during peak traffic** by troubleshooting and resolving complex live production issues using advanced debugging techniques.

**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, Tivty 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 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

## 🎓 PROFESSIONAL DEVELOPMENT

**Online Courses**
- **Cloud Computing and MultiCloud Specialization**
  - Cloud Bootcamp, MultiCloud Specialization, TheCloudBootcamp.com
  - Introduction to Cloud Computing, Coursera
- **Web Development and JavaScript**
  - 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 and React**
  - Full Stack Web Development, FreeCodeCamp
  - React.js Essential Training, FreeCodeCamp
- **Generative AI / AI Augmentation**
  - AI & ML Made Easy: From Basic to Advanced (2025), Udemy
  - React.js Essential Training, FreeCodeCamp

## 💡 PERSONAL PROJECTS

- **Book Tracker Dashboard**: BookTracker is a modern web application for tracking your reading progress, managing your book collections, and discovering new books to read.
  - **Technologies Used:**
    - Frontend: React, TypeScript, Tailwind CSS, shadcn/ui components
    - State Management: React Context API & React Query
    - Routing: React Router
    - Charts & Visualizations: Recharts
  - **Link:** https://booktracker.darrinduncan.com/

- **Agile Poker Planning App**: A simple and intuitive online tool for teams to collaboratively estimate the effort involved in completing software development tasks.
  - **Technologies Used:**
    - React with TypeScript for the frontend
    - Tailwind CSS for styling
    - Socket.io for real-time communication
    - Browser localStorage for session persistence
  - **Link:** https://agilepoker.darrinduncan.com/

- **Mindwave Binaural App**: A science-informed productivity app that helps users enter different mental states by playing binaural frequencies.
  - **Technologies Used:**
    - Vite
    - TypeScript
    - React
    - shadcn-ui
    - Tailwind CSS
  - **Link:** https://mindwave.darrinduncan.com/