A Front End Developer (FED) needs to approach website design with creative and technical vision—a little bit of Jobs, a little bit of Wozniak. An FED’s credo should be, “I strive for beauty and functionality that will surpass the expectations of our end-user.”

In addition to being a creative thinker, an FED needs to be grounded in technical fluency and needs to possess a level of mastery over the inner workings of site design. An FED is required to develop precise content categorization and craft site navigation that will funnel traffic through the site’s prime content. If this sounds like your jam, then read on!

## What Does a Front End Developer Do?

An FED will coordinate and collaborate with Account Managers, Copywriters, Graphic Designers, and other team members to come up with the perfect images, icons, banners, and audio that are on point with a client’s image and message. FEDs also prepare a site for launch by installing and configuring server software; installing programming language (using authoring and formatting tools); ensuring cross-platform compatibility; and establishing links and locatability by registering with search engines.

Although Front End Development is the name of the game, an FED will also be relied on for day-to-day oversight of website maintenance, design updates, and promos.

## Front End Developer Responsibilities and Skills

To achieve the ultimate goal of creating stellar websites for clients, an FED will need a diverse range of technical tools to get the job done. As every client is different, every project will have different needs, so flexibility and confidence working with the requisite tools is key. The client wants to add eye-catching CTA buttons? No problem for an FED. A website’s navigation is acting up? The FED is on it! That said, check out this list of skills and program proficiencies that a stellar FED should bring to the table:

* Web Graphic Design
* Graphic User Interface (GUI)
* Web Programming Experience
* Front End Development
* HTML/CSS
* Rapid Prototype Creation
* Web User Interface Design
* Web Programming Skills
* Illustration Tools
* Web Analytics
* Multimedia Content Development
* Understanding Browser Capabilities
* Client-Facing Communication
* Teamwork
* Organization, Multiple Project Juggling
* Ability to Self-Direct

Suggested Software Proficiency

* Adobe Creative Suite: Photoshop
* Adobe Creative Suite: Illustrator
* Adobe Creative Suite: InDesign
* Wireframing Tools
* Balsamiq
* JQuery
* JavaScript
* Enterprise Content Management Systems
* Visual Studio
* Flash

To sum up, FEDs combine form and function to create engaging and effective websites, microsites, social media initiatives, mobile applications, and more. An FED’s projects require conceptual thinking skills, a firm mastery of the Adobe Creative Suite, and proficiency in HTML, CSS, JavaScript, and other common programming languages.