



# Andrew Loehr

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Front-End Web Developer, UI/UX Designer, Graphic Artist, Illustrator, Ecommerce Expert, SEO Optimizer, Branding Specialist, Musician, Audio Engineer, Pretty Cool Dude.

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## Skills

- HTML / XHTML / HTML5
- CSS / CSS3 / SCSS / SASS
- JavaScript / React / jQuery
- PHP / PHTML
- C# / ASP.NET Framework
- GraphQL / REST consumption
- Composer / NPM / Yarn
- GitHub / GitLab
- Concrete5
- Magento
- BigCommerce / Interspire
- NetSuite / Salesforce
- Wordpress
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Visual Studio
- Microsoft Office
- PhpStorm
- Mac OS / OS X
- Windows
- Linux Ubuntu
- Email Marketing Software (MailChimp, Pardot, Constant Contact)

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## Experience

JUNE 2015 – PRESENT

### **Owner & Operator / Kismet LLC, Web & Graphic Design Firm**

Used skills in project management, development, and design, completed projects as a one-man team for dozens of different types of online clients, including both B2B and B2C eCommerce and marketing websites designed with modern/updated branding guidelines based on approved wireframes. Created content and implemented technical solutions for advanced problems, used modern SCSS and bootstrap framework for scalable websites, and oversaw client training to give them their best chance at success after launch.

JUNE 2021 – MAY 2022

### **Front-End Web Developer / Brand Labs, Ecommerce Agency**

Led the development and customization of a modern React.js headless theme, using a Progressive Web App and Docker, for Intel, on an Enterprise Magento B2B platform. Helped with full store migration from Volusion to Magento by assisting in importing over 11,000 products, categories, and metadata, as well as updating all CMS content pages. Controlled the semantic versioning of deployments through Git with custom components to handle product views based on account privileges, custom payment methods, B2B invoicing solutions, and a fluid customer-facing quoting system. Created solutions for custom international shipping options, complex cart discounts, coupon configurations, and bundled product configurations.

OCTOBER 2013 – JUNE 2015

### **Director of Creative Technologies / Fishbat, Digital Marketing Agency**

Built a team of creative professionals with different areas of expertise to successfully complete graphic, web, software, and marketing projects including 10 eCommerce websites & 7 marketing websites. All of which were built with modern and mobile designs and flexible templates to allow the client to edit and maintain their websites without additional help from a developer. Updated branding for multiple start-ups and well-established companies that were becoming dated. Created emotionally impactful designs to convey the overall message of non-profits.

JANUARY 2012 – OCTOBER 2013

**UI/UX Developer & Software Tester / Neon Workforce Technologies Inc., Software & Web Development Firm**

Developed multiple marketing websites for all branches of the company on a Concrete5 platform that was easily accessible to staff members for simple updates and posts. Improved user experiences by implementing an all-new theme on their main staffing website with improved HTML structure, organized CSS, and custom jQuery to add a fresh look while improving usability, search engine visibility, and more responsive page-load speeds.

APRIL 2010 – JULY 2011

**Website Manager & Graphic Designer / Loco-X, Ecommerce Website**

Helped develop the process for the front-end integration of a motorcycle parts filter with a unique and intuitive browsing experience. Audited all existing product data for inconsistencies and imported clean, refined product data for over a million SKUs, improving search engine visibility and allowing for more efficient implementation of comparison-shopping engines, site filtering, and other data feeds. Created weekly newsletters to over 100,000 subscribers as well as A/B testing. Designed over 400 advertisements for homepage marketing efforts, email campaigns, the Google Ad Network, and online advertisements at Transworld, RacerX, VitalMX, Facebook, and more.

JANUARY 2007 – AUGUST 2009

**Assistant Webmaster / Moosejaw Mountaineering, Ecommerce Website**

Analyzed database to identify and correct product information, descriptions, and front-end functionality. Updated all current, new, and carryover product images, original content, and descriptions for a wide variety of outdoor equipment, clothing, and footwear brands. Maintained and organized creative elements for newsletters sent to hundreds of thousands of customers daily.

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## Professional References

**Michelle Pittell / Brand Labs, Co-President**

(586) 322-8560

**Jennifer Calise / Fishbat, CMO**

(908) 884-0324

**Bill Bayne / Strattas Software, Owner**

(310) 809-3454

**Reagan Goodson / Neon Workforce Technologies, Project Lead**

(205) 915-8682