

# TRAVIS M. HELLER

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Creative and detail-oriented Senior Front-End Developer & UX/UI Specialist with 11+ years of experience building responsive, user-centric web applications and marketing experiences. Highly skilled in front-end frameworks, CMS integration, and UX/UI design with a strong foundation in digital marketing and analytics. Adept at optimizing lead funnels, collaborating cross-functionally, and solving complex technical challenges to create seamless and engaged user experiences.

## CAREER HIGHLIGHTS

- Redesigned eCommerce site, boosting lead conversions by 35% via UX/UI and HubSpot–Salesforce integration.
- Built responsive landing pages and components using React.js, Vue.js, and JavaScript, boosting ad engagement by 20%.
- Automated lead capture and CRM workflows across Salesforce, HubSpot, and Google Ads, reducing manual effort 40%.
- Delivered custom SPAs and dashboards for IHG and Equifax, improving access to real-time marketing data.
- Directed cross-functional and offshore teams, ensuring timely delivery of UX-aligned web development projects.
- Created multimedia content and web assets using Adobe Creative Suite, supporting digital campaigns and brand growth.
- Strong track record of connecting applications to external APIs to securely exchange data and power features at scale.

## AREAS OF EXPERTISE & SKILLS

**Languages & Frameworks:** HTML5, CSS3, JavaScript, React.js, Vue.js, AngularJS, Bootstrap, LESS

**Tools & Platforms:** HubSpot CMS, Magento, WordPress, Salesforce, Google Analytics & Ads, Adobe Creative Suite

**UX/UI & Design:** Figma, Adobe XD, Wireframing, Prototyping, Responsive Design, Accessibility (WCAG)

**Marketing & SEO:** HubSpot Automation, Google Ads, SEM/SEO, A/B Testing, Custom Dashboards

**Other:** AI Chatbot Prompting, Git, Version Control, Video Editing

## PROFESSIONAL EXPERIENCE

### Senior Developer & Marketing Specialist | Omni International

2015 - Present

- Led eCommerce platform front-end development and UX/UI design, enhancing site performance and user experience.
- Built custom landing pages, forms, and components using HTML, CSS, JavaScript, React.js, and Vue.js.
- Directed external development resources, as well as hired and managed outsourced service providers.
- Oversaw the successful migration from Magento to HubSpot, optimizing workflows to improve MQL/SQL conversions.
- Managed digital assets, CMS content, analytics dashboards, and coordination across internal teams and external vendors.
- Designed multimedia content and promotional materials using Adobe Creative Suite and video production tools.
- Assisted in the integration from a Magento based website to being on a HubSpot CMS along with salesforce data.

### Front-End Developer & UX Designer | Satori Interactive

2013 - 2014

- Led the development of high-profile projects for IHG, Equifax, and Merial, enhancing client satisfaction.
- Managed AWS/Beanstalk environments and streamlined offshore team coordination for efficient project delivery.
- Delivered innovative custom dashboards, SPAs, and mobile apps to meet client needs.
- Spearheaded the UX strategy, improving user experience and client communication processes.
- Contributed to the hiring process and content development, ensuring team growth and project alignment.

## CONSULTING EXPERIENCE

### Web Developer & Digital Marketing Consultant | TMH Designs

### Front-End Developer & Consultant | Syscom Technologies & Dynamix Web Design

## EDUCATION

### Bachelor of Fine Arts, Web Design & Interactive Media | The Art Institute of Atlanta – Atlanta, GA

### Print & Design Certificate | Lanier Technical College

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## LICENSES & CERTIFICATIONS

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**HubSpot Certified - Marketing & CMS | Google Ads Certified | Adobe Certified Associate - Photoshop & Multimedia**