Thomas Faddegon - Product Engineer

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Hello! I am a dedicated product engineer with a proven track record of leveraging front-end technologies, product strategy, user-centric design, and data analysis to enhance digital platforms and achieve business goals. With over 10 years of web experience building and optimizing web products, my work has led to significant improvements in traffic, user engagement, conversion rates, and overall business growth. My holistic approach blends an empathetic and intuitive understanding of user behavior with robust analytical insights, and I am eager to help your team craft solutions grounded in user needs and refined with data-driven strategies.

Technical Proficiencies

Front-End Development: Javascript, typescript, React, NextJS, Node, REST, Astro, CSS, Sass, SQL, NoSQL.
Product & Marketing: Competitor/market analysis, content strategy, KPI analysis, SEO & SEM, A/B testing
UX/UI Design: User research, page design and optimization, user testing, Figma, wireframing.
Data & Analytics: GA, funnel/conversion optimization, data analysis and visualization, Python, NumPy, Pandas.

Professional Experience

Product Engineer – The Luminary Agency   *2021 - Present*
- Developed responsive web interfaces using WordPress, Webflow, Squarespace, and HTML/CSS/JavaScript.
- Created UI wireframe designs with Figma, Relume, and Balsamiq, improving user experience and navigability.
- Achievements across various clients include a 1,000% traffic increase, 150% higher conversion rates, and 15% lower bounce rates.

Product Engineer – Higher Self Yoga   *2020 - Present*
- Led a team in migrating from WordPress to Webflow to enhance design and functionality, which increased site speed by 50%, reduced bounce rates by 5%, and increased conversions by 25%.
- Designed and implemented a product and marketing strategy that grew user traffic from 1,000 to 25,000 monthly and expanded our email list from 2,000 to 16,000.

Director of Digital Content and Marketing – Cruiseline.com   *2018 - 2020*
- Led multi-dimensional marketing optimization across display, PPC, email, and SEO, increasing revenue by 25%.
- Implemented UX/UI enhancements with A/B testing, recordings, and heatmaps, increasing conversions by 30%.
- Guided engineering in aligning product prototypes with optimal UX design principles and business objectives.

Inbound Marketing and Content Strategy – Cruiseline.com   *2015 - 2018*
- Crafted a robust content and email strategy, enhancing site and email presence through rebranding, SEO, and compelling editorial pieces which led to a 900% increase in site traffic.
- Managed weekly analytics, leveraging insights to optimize content and marketing strategies.
- Performed usability testing on new products, writing detailed feedback and bug reports for the dev team to optimize new features before launch.

Education

Galvanize: Hack Reactor | Advanced Software Engineering Immersive Program
SUNY New Paltz | BA & MA in English, minored in Philosophy, Political Science, and Religious Studies.