

Thomas Faddegon - UX Engineer

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I am a dedicated User-Experience (UX) Engineer with a proven track record of leveraging front-end technologies, user-centric design, and data analysis to enhance digital platforms and achieve business goals. With over 10 years of web experience building and optimizing digital 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, NextJS, React, Node, REST, Astro, CSS, Sass, SQL, NoSQL.

UX/UI Design: Research and strategy, page design and optimization, user testing, Figma, wireframing.

Data & Analytics: GA, funnel/conversion optimization, data analysis and visualization, Python, NumPy, Pandas.

Professional Experience

Front-End Developer & UX/UI Specialist – 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.

Front-End Developer & Product Strategist – 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.