BRETT SNYDER

Marketing Frontend Developer

AI-Literate Marketing Developer | Design-to-Code Specialist

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PROFESSIONAL SUMMARY

Marketing Web Developer with deep AI literacy who specializes in high-converting landing pages and responsive web experiences for enterprise marketing teams. Native expertise in HTML5, CSS3, and JavaScript with professional-level proficiency in React, Next.js, and TypeScript using strategic AI-assisted workflows.

Unique AI differentiator: Built CyWire.com, a SaaS platform that provides structured AI prompt blueprints (Master Prompts) for reliable, validated JSON outputs. This demonstrates deep understanding of prompt engineering, JSON schema validation, and how to architect AI features that teams can trust—not just using AI tools, but building them. Can help marketing teams integrate AI into their workflows while maintaining quality control and code ownership.

Proven Shopify/Liquid frontend specialist with experience migrating and customizing 3 enterprise e-commerce sites, building custom marketing sections from scratch that replaced paid apps. Expert in creating reusable modular systems that drastically reduced landing page production time while maintaining perfect brand consistency.

Unique value for marketing departments: combines frontend development with professional UI/UX and responsive design skills. This rare combination eliminates the typical designer-to-developer handoff bottleneck, enabling faster campaign launches with pixel-perfect execution. Leverages AI to accelerate iteration cycles, explore multiple design approaches rapidly, and ship features 2-3x faster while maintaining full control over quality and architecture. Can translate marketing briefs directly into production-ready code, speak both creative and technical language, and iterate quickly based on A/B testing data. Seeking stable enterprise marketing environment where AI literacy is valued.

CORE COMPETENCIES

Core Frontend Development (Native)

HTML5 • CSS3 • JavaScript (ES6+) • Responsive/Mobile-first Development • Cross-browser Testing • Web Accessibility (WCAG)

Frameworks & Modern Stack (AI-Assisted)

React • Next.js • TypeScript • Component Architecture • Tailwind CSS • Interactive UI • Performance Optimization

Learning & Personal Projects

Python & JavaScript refresher courses (Ensign College) • Continuous exploration of emerging frameworks and tools

Design & UX

UI/UX Design • Figma • Responsive Web Design • Wireframing • High-fidelity Prototyping • Design Systems • Visual Brand Implementation

E-commerce & CMS Frontend

Shopify Plus • Liquid Templating • Schema-based Components • Theme Customization • Custom Marketing Sections • Shopify CLI • WordPress (Custom Themes & Blocks) • Pantheon.io • CMS Frontend Development • Headless CMS • Matrixify

Marketing & Campaigns

Landing Page Development • Lead Generation • Conversion Rate Optimization • A/B Testing • Responsive HTML Email Design/Development • Campaign Performance Optimization • Sales Funnel Optimization

AI-Assisted Development & Tools

Prompt Engineering • AI-accelerated Prototyping • Logic Generation • Structured JSON Workflows • Rapid Validation • Code Refactoring • Supabase • Vercel • Git/GitHub

FEATURED PROJECTS

CyWire.com — AI Master Prompt Platform

Product Developer / Founder (Cosaint, Inc.) | November 2025 – Present

- Built complete SaaS platform providing industry Master Prompts (structured JSON blueprints) that turn AI into a reliable data layer for consistent, validated outputs.

- Developed complete frontend using **Next.js, React, TypeScript, and Tailwind CSS** with **Supabase** backend and **Vercel** deployment.

- **Technical Architecture:** Visual Master Prompt builder with JSON schema validation, community marketplace with user authentication, document intelligence system (PDF/Word/Excel processing), AI Prompt Chat Generator for popular AI models, dashboard analytics, and gamified leaderboard system.

- Demonstrates ability to architect and ship production-grade web applications using modern frameworks, AI-assisted development, and full-stack thinking while maintaining frontend specialization.

Portfolio Site Rebuild — brettsnyder.me

Personal Project | September 2025 | Next.js/React/TypeScript

- Complete rebuild of personal portfolio using latest Next.js, React, and TypeScript with dark iridescent glassmorphism design.

- Implemented hybrid JSON/markdown content system with animated elements for modern, performant user experience.

- Code available on GitHub to demonstrate technical approach and architecture decisions.

PROFESSIONAL EXPERIENCE

Product Developer / Founder — Cosaint, Inc.

November 2025 – Present | Queen Creek, AZ (Remote)

- Launched **CyWire.com** - a SaaS platform providing industry Master Prompts (structured JSON blueprints) that enable teams to build reliable AI features with consistent, validated outputs.

- Built and launched complete platform from concept to production using accelerated AI-assisted development workflows, demonstrating rapid execution capabilities and full-stack product thinking.

- Active development continuing with marketplace expansion and related EdTech product using CyWire's Master Prompt architecture.

Marketing Web Developer — Imagine Learning (formerly Weld North Education)
March 2022 – October 2025 | Arizona (Remote)

- **Fully managed 10+ WordPress sites** hosted on Pantheon.io, handling design, development, maintenance, and updates for enterprise marketing needs.

- **Led Shopify content migration of 3 enterprise Shopify sites** from legacy .NET CMS, managing marketing pages, collections, menus, apps, and branding elements across tight timelines.

- **Designed and Built custom Liquid/Schema marketing sections** that replaced two paid apps while greatly enhancing functionality, now refactored into Shopify's Horizon theme for long-term maintainability.

- Built and maintained **50+ conversion-focused landing pages** and campaign microsites supporting paid media, social, SEO, and lead generation efforts.

- Developed a customizable **HTML5 Master Blocks template system** (code samples on GitHub) that reduced landing page production time by approximately 40% while maintaining perfect brand consistency across campaigns.

- **Unique marketing advantage:** Combined design and development skills eliminated designer-to-developer handoff delays, enabling rapid iteration from concept to production.

- Partnered with marketing managers and designers to translate campaign goals, brand guidelines, and performance data into clean, responsive frontend solutions.

- Optimized pages using insights from **A/B testing, heatmaps, and traffic behavior** to improve clarity, engagement, and conversion rates.

- Designed and hand-coded **responsive HTML emails** that rendered cleanly across major desktop and mobile clients, supporting high-volume marketing campaigns.

- Translated Figma concepts into **pixel-accurate, accessible markup**, reducing design-to-dev back-and-forth and helping campaigns launch on schedule.

- **Mentored 12+ team members** on web development best practices and modern frontend workflows.

- Used AI-assisted development to accelerate iteration and troubleshooting while maintaining full ownership of the codebase.

UI/UX Designer/Developer — Imagine Learning (Weld North Education)
April 2019 – March 2022 | Chandler, AZ (Hybrid)

- Managed multiple WordPress sites on Pantheon.io platform, ensuring performance, security, and seamless updates.

- Led UI/UX design and frontend execution for marketing and product-facing web experiences.

- Created high-fidelity wireframes and prototypes in Figma to align stakeholders early and reduce rework.

- Built responsive HTML prototypes from design comps including **Monarch Catalog project** with working interactions for development team handoff.

- Hand-coded responsive layouts and interactive elements with consistent cross-device behavior.

- Collaborated with marketing, product, and engineering teams to refine user flows and usability.

Senior Designer — Glynlyon Inc.
October 2016 – April 2019 | Chandler, AZ

- Managed WordPress sites on Pantheon.io, establishing foundation for enterprise-level CMS management practices.

- Designed and developed responsive landing pages, emails, and digital campaign assets.

- Created **master HTML email system** including CRM-ready templates that became the company standard for all internal and external campaigns.

- Managed entire design-to-code pipeline, from user stories and wireframes to **hand-coded fluid responsive pages**.

- Applied A/B testing insights to layout and content decisions in collaboration with marketing leadership.

- Mentored team members on web development best practices, focusing on structural foundations before applying styles.

EARLIER CONTRACT EXPERIENCE (SELECTED)

Top Web Works (Freelance) | *Front-end Developer, Web Design, UI/UX Designer* | 2006 – 2016
Worked closely with clients to create tailored web solutions, focusing on understanding their needs and expectations. Delivered projects on time and within budget, with commitment to quality and client satisfaction resulting in long-term partnerships of 5+ years with many clients.

Notable Contracts: Pearson Online Learning (fluid responsive email systems), Rio Salado College (portal redesign with 22+ mockup iterations), Pearson Education (CMS prototype leading to extended contract), Net Media Group (A/B testing and conversion optimization).

ADDITIONAL EXPERIENCE

Earlier Roles: Graphic Designer & Art Director at Franklin Covey, Nu Skin, and Studeo Interactive Direct. Transitioned from print design to web development in early 2000s, bringing strong visual design foundation to digital work.

EDUCATION

Brigham Young University — Graphic Design

Brigham Young University–Idaho — Associates Degree, Fine Art