

# SCOTT BROWN

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## WEB DEVELOPER & FRONTEND ENGINEER

Frontend developer with 2+ years of experience building fast, accessible, and responsive web applications using modern JavaScript frameworks. Adept at collaborating with designers and engineers to create seamless digital experiences. Passionate about UI/UX, performance optimization, and improving team workflows.

## SKILLS

React | NextJS | Javascript | Material UI | Tailwind CSS | Chakra UI | CSS | HTML | Git | GitHub | CI/CD | Github Projects | Jira | Trello | Vercel | SEO basics | Agile | Cross-Functional Collaboration | Discord |

## EXPERIENCE

**Web Developer (Freelance Contract) | elstarling.com** Feb. 2025

- Built a responsive, accessible site using React, Vite, Chakra UI, and CSS for an optimal cross-device experience
- Optimized SEO and social sharing by implementing <meta> tags for rich previews on social media platforms
- Enhanced accessibility with web evaluation tools & making improvements for WCAG compliance.
- Implemented a CI/CD pipeline with Vercel for automatic deployments, ensuring fast, reliable hosting

**Tech Support Admin | Tickets Bot (SaaS)** Apr. 2022 - Present

- Lowered amount of user support tickets 20% by rewriting customer-facing documentation using Markdown
- Boosted support representative efficiency by optimizing bot commands & snippets of commonly used answers
- Decreased server's average time to resolve support tickets 17% by training reps to link documentation and images

**Whole Grain Store Retail Manager | Bob's Red Mill** Jan. 2024 - Feb. 2025

- Developed SOPs, Product Knowledge Guides, and other reference guides for team's success and efficiency
- Increased wholesale accounts by 19% and sales 57% by developing training program and support documentation
- Elevated YOY sales \$226k by positively increasing productivity & coaching suggestive selling foundations

**Frontend Web Developer | Code PDX** Apr. 2023 - Jan. 2024

- Led a complete website revamp using React and Material UI, ensuring a scalable and maintainable codebase
- Reduced development time by 20% by transitioning from vanilla CSS to a component-based design system
- Worked with UX designers to refine UI components for better accessibility, responsiveness, and usability
- Established structured workflows using Jira and Discord, enhancing team collaboration and project tracking

**Web Developer & E-commerce Fulfillment | Bird Mafia** Nov. 2020 - Jan. 2024

- Developed a budget-friendly two-websites-in-one solution, allowing independent branding under a single domain
- Increased conversion rate 70% & reduced bounce rate 5% by restructuring site creating more immersive homepage
- Enhanced Pinterest referral traffic by optimizing URLs, metadata, and implementing structured redirects
- Streamlined content updates by structuring web pages using Squarespace CMS & analyzing data insights

**Co-Founder | Furu's Mint Club** Sep. 2021 - Aug. 2022

- Focused branding direction by coding & deploying concept design of potential website using NextJS & Vercel
- Improved member communication by developing Discord bot notifying of high priority messages using Javascript
- Achieved \$400k in revenue by defining project scope, plan, and staff objectives to bring a new NFT product to market