

Bryan Spearman

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CAPABILITIES AND HIGHLIGHTS

Twenty years design, front-end web development, and coding experience

Seven years VueJS front-end and UI/UX experience

Conceptualization, creative lead, and coding in VueJS, Vuetify, Nuxt

Front-end web application design and development experience using VueJS, Vuetify, Nuxt, Prime, PrimeVue, Pinia, React, Typescript, y18n, Vite, Docker, Spring, Node, Vuelidate, Tailwind, GSAP, SVGator, Figma, Kontent.ai, Directus, FormSpree, FusionAuth, AWS, Shopify, BitBucket, BitBucket CI, GitHub, Travis CI, MacOS, Windows, Linux

PROFESSIONAL EXPERIENCE

Insurance Applications Group (1/2020 – present) Senior Front-end Web Developer

- Started as a web developer and later became the UI/UX lead for software and front-end web development
 - Lead Creative/Front-end Developer – Implementation of VueJS, Vuetify, Nuxt and Kontent.ai to convert 10 company websites from WordPress to a headless CMS/Vue configuration with updated/improved UI/UX.
 - Lead Front-end Developer – Reduced \$7k/month in marketing agency hosting and maintenance fees for the WordPress sites to less than \$50/month by converting the sites to Vue.
 - Lead Front-end Developer – Self-started an insurance benefits enrollment web application to greatly improve the user experience for the staffing vertical. 6 months later, presented the concept to the executive level and the app was fully adopted by the company. Continued development of the app to fully meet multiple underwriter business rules, and it is now one of three IAG core business applications in use by tens of thousands of employees nationwide.
- Technologies and Tools – VueJS, Vuetify, Nuxt, Primevue, Typescript, Rest, SQL, Java
- Methodologies – Agile

Vow Inc (4/2019 – 12/2019) – Front-end Web Developer

- Eight-month contract position as front-end web developer to head the UI/UX refactor of pharmacy communication platform.
 - Lead Creative/Front-end Developer – Used VueJS, Vuetify to begin refactoring Angular front-end connecting to existing PHP endpoints.

- Redesigned and coded large portions of the application front-end with VueJS to improve UI/UX for both internal and customer-facing users.
- Offered permanent position at contract end.

Career Realignment (1/2017 – 4/2019)

- After 8 years in management, the desire to return to full time hands-on web development was overwhelming. I resigned from JPPA, welcomed my newborn daughter, and went back to school to rejuvenate my web development career. Studied full stack web development including React, Vue, MongoDB, Node, Express.

JPPA, Inc. (12/2014 – 1/2017) – E-commerce Director

- Directed 25-person marketing and web development team as E-commerce Director providing creative direction, marketing strategy, web development and UI/UX direction.
 - Responsible for 5.4-million-dollar search engine marketing budget and strategy.
 - Lead e-commerce UI/UX strategist with daily oversight of full stack dev team.
 - Conceptualized and directed photo/video marketing campaigns for e-commerce and print catalogs for five company brands.
 - Improved marketing ROI by 3% from 27 million to 27.8 million in two years.
 - Reduced/streamlined vendor cost by 6% from 300k to 282k in one year.

Gannet (3/2014 – 11/2014) – Web Developer/Digital Sales Development Manager

- Member of the Greenville News sales team with a hybrid role of front-end web developer and digital marketing sales consultant.
 - Lead front-end developer – Designed and coded static VueJS SPAs for client marketing campaigns including GA for user engagement reporting.
 - SPAs increased digital sales average order value 25% from \$1000/mo to \$1250/mo.
 - Interfaced directly with clients to collaborate on design direction and translated concepts into high fidelity UI/UX using VueJS, driving increased engagement and ROI for customers.
 - Recognized for decreased turn-around times and customer satisfaction.

iHeart Radio (10/2010 – 2/2014) – Web Developer/Content Director

- Worked as lead front-end developer tasked with redesigning 4 radio station websites using HTML, CSS, JavaScript within proprietary framework.
 - Responsible for all internal and external digital marketing design direction and implementation.
 - Remodeled all website designs and UX to standards of that time with hand-coded HTML, CSS, JavaScript within strict parameters of proprietary platform.
 - Worked as director, videographer, editor for morning show webcast.

- Completely refactored social media strategy for entire staff and trained each member.
- Nationally recognized for team leadership and innovation in web development and social media results.
- Nationally recognized for video production concepts and webcast success.

EYEOBIZ, LLC (8/2008 – 9/2010) – Full Stack Developer

- Co-founded a web development firm.
 - Developer – Conceptualized, designed and coded websites for clients ranging from static informational sites to fully implemented e-commerce solutions using HTML, CSS, JavaScript and select third party platforms.
 - Developer – Implemented, optimized and monitored SEO performance for all clients.
 - Marketer – Assisted clients in establishing, configuring and optimizing search engine marketing campaigns for the sites we built.
 - Marketer – Conceptualized, directed and edited client video productions including explainers, product reviews and advertisements to implement on each site and in social media.
- Tools & Technologies – HTML, CSS, JavaScript, E-commerce, Video Production, Photography, GA, Adwords

Scripps Media (10/2006 – 8/2008) – Front-end Developer

- Hired as web developer to work within proprietary content platform and later asked to become Digital Sales Director to train and assists legacy sales staff with web marketing.
 - Web Developer – Utilized basic HTML and CSS within proprietary system to enhance UI/UX for the Anderson Independent website.
 - Web Developer – Tasked with creating all digital ad campaigns and monitoring performance.
 - Digital Sales Director – Worked within the sales team as a digital media consultant on customer-facing appointments to both educated clients as well as sales associates in digital media.

Motographic Media (7/2004 – 10/2006) – Full Stack Developer

- Founded a regional motocross awards company that provided custom designed plaques for race awards using self-produced photography and Photoshop design. Worked as the sole web developer designing and building an online hub for the amateur motocross community using Geeklog, HTML, CSS, JavaScript, PHP showcasing regional racing news, classified ads, user forums, live chat rooms, a blog and photo galleries of events.
 - Responsible for designing and coding the community website and marketing materials using HTML, CSS, JavaScript and PHP.

- Worked as Photoshop design specialist to create eye-popping plaque awards for race promoters from Tennessee to Florida.
- Attended weekend-long race events to record video highlight reels and music video productions for fans to purchase at on-site tent.
- Designed and built a 'movie theater' where fans could attend each evening to watch previous reels and music videos that I produced and purchase brand merch that I designed and sold.

Scripps Media (1/2003 – 7/2004) – Front-end Developer

- Worked as a content associate managing content through-put for writers to get news stories online and to make edits when needed. Progressed to development of digital marketing verticals, blogs and UI/UX improvements of internal content platforms.
 - Developer – utilized HTML, CSS and light amounts of JavaScript to improve existing Anderson Independent news website.

Ellev.com (1/2000 – 7/2003) – Jr. Front-end Developer

- My first role as a front-end web developer where I joined a team that developed golf and hospitality reservation package websites. I was considered for the role based on my submission of Flash animation website designs which I continued outputting for the company but was later added to the front-end dev team where I cut my teeth on standard website development.
 - Refactored various existing site designs and layouts adding in Flash animations when asked.
 - Responsible for wireframing and presentation of new client web design concepts and coding high fidelity prototypes.

EDUCATION

Thinkful (2018 – 2019)

Full Stack Development Program
HTML5, CSS3, JS6, jQuery, Node,
Express, React, Redux, REST, Heroku,
Mongo, Mongoose, Git/GitHub

Greenville Tech (2003)

Certificate of Completion
General study in web design, IT
e-commerce

Musicians Institute (1996 – 1998)

Certificate of Completion
Vocal Institute of Technology
Hollywood, CA
Honor graduate