LOGAN KEENE

WEB DEVELOPER

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Dynamic full-stack web developer with a specialized focus on AI, React, Next.js and CSS; boasting extensive experience in UX/UI design and SEO. Skilled in e-commerce development, certified BigDev BigCommerce developer, leveraging a broad array of web technologies, API integration, and digital marketing to create user-centric web solutions that enhance web presence and fuel business growth.

EXPERIENCE

Ventura Web Design & Marketing - Web Developer
Aug 2022 - Present

• Led web development and SEO teams in daily standups and project coordination.
• Developed responsive, visually engaging website designs and user interfaces.
• Ensured timely delivery of custom web solutions aligned with business needs.
• Built custom APIs to automate client communications and streamline operations.
• Developed and integrated several APIs and databases to streamline data management.
• Supported robust full-stack web application development.
• Managed end-to-end eCommerce migrations across BigCommerce, Shopify, and WordPress.
• Safeguarded data integrity and maintained performance during transitions.
• Executed custom coding solutions by building pop-ups and contact forms.
• Integrated API-based email automation to boost lead generation and engagement.
• Engineered proprietary tools and custom code for bulk data migrations.
• Enabled transfers across platforms like Etsy, Shopify, BigCommerce, Volusion, and more.
• Ensured mobile optimization and intuitive navigation.
• Conducted backend cleanups by removing redundant plugins.
• Optimized server response times to boost website speed and reliability.
• Led technical SEO initiatives by auditing sites with SEMRush and other tools.
• Integrated targeted keywords and resolved technical issues to elevate rankings and user experience.
• Generated detailed SEO and performance reports from analytics and search console data.
• Drove continuous improvements in online visibility and conversion rates.
• Analyzed user data from Google Analytics, Google Search Console, Semrush, Hotjar, and more.
• Optimized conversion, click-through, and bounce rates.
• Implemented structured data and optimized call-to-action elements.
• Refined landing pages to boost user engagement.
• Oversaw domain management and analytics tracking.
• Maintained ongoing content updates for a consistent, high-quality digital presence.

FreebieFlow - React Developer
Jul 2022 - Nov 2023

• Engineered the React frontend for an AI-driven SaaS application, focusing on scalability and performance.
• Integrated and managed over 20 API endpoints, ensuring seamless data flow and application functionality.
• Conducted thorough conversion optimization, improving user engagement and conversion rates.
• Implemented Chart.js for advanced data visualization, enhancing user interaction and understanding.
• Developed a suite of reusable components, streamlining the development process and maintaining consistency.

FrozenFreebies - React Developer
May 2022 - Jul 2022

• Developed many frontend features for the React/Electron application, enhancing user experience.
• Revitalized the design system, focusing on UI consistency and visual appeal.
• Introduced unique features such as grid and snow modes, elevating user interaction and engagement.
• Optimized application performance, particularly addressing challenges with React-Redux.
• Conducted rigorous testing and debugging, ensuring seamless functionality and user experience.

Hollowverse - Next.js Developer
Apr 2022 - May 2022
- Redesigned and modernized the user interface of a high-traffic Next.js website, improving user satisfaction.
- Implemented Tailwind CSS for responsive and adaptable designs, enhancing cross-platform compatibility.
- Improved website accessibility and navigability, leading to better user retention and lower bounce rates.
- Conducted user experience research, translating findings into actionable design improvements.
- Collaborated with cross-functional teams to ensure design consistency and adherence to best practices.

AuctionPad - WordPress Developer
Apr 2022 - Jun 2022
- Executed a series of visual upgrades and functional improvements on a bloated WordPress website.
- Customized WordPress themes and plugins to meet specific client needs and objectives.
- Performed website maintenance and updates, ensuring optimal performance and security.
- Troubleshot and resolved issues related to site functionality and user experience.
- Collaborated with clients to understand their needs, providing tailored web solutions.

Upwork Client - Web Developer
Mar 2022 - Mar 2022
- Resolved critical hosting and server-side issues, restoring website functionality.
- Diagnosed and fixed visual bugs and layout issues.
- Provided technical support and guidance to clients, improving their website performance.
- Ensured compatibility across different browsers and devices.
- Delivered projects within tight deadlines, maintaining high-quality standards.

Private Client - React Developer
Feb 2022 - Apr 2022
- Designed and developed a secure and intuitive React frontend for a cryptocurrency exchange.
- Focused on creating a user-friendly interface to facilitate easy navigation and transactions.
- Implemented advanced security features to safeguard user data and transactions.
- Collaborated with backend developers to ensure seamless integration of frontend and backend systems.
- Conducted user testing and feedback sessions to refine the user experience.

FreshKeys.VIP - Owner, Web Developer
Apr 2020 - Oct 2022
- Founded and grew an online business, achieving over $500,000 in revenue.
- Oversaw all aspects of the business, including website development, SEO, and digital marketing strategies.
- Managed financial operations, including budgeting, expense tracking, and revenue optimization.
- Provided exceptional customer service, building a loyal customer base and enhancing brand reputation.
- Led a small team, coordinating tasks and ensuring project completion within deadlines.

SKILLS

Technical Skills
- Fundamentals (HTML, CSS, SASS, JavaScript, TypeScript)
- Libraries and frameworks (React.js, Next.js, Tailwind CSS)
- Platforms (BigCommerce, Shopify, WordPress, Wix)
- Backend (REST APIs, Node.js, Express.js, Electron)
- Operating systems (MacOS, Windows, Ubuntu, CentOS)
- Databases (MongoDB, PostgreSQL, Firebase)
- Cloud providers (CloudFlare, DigitalOcean, Linode)
- Web server configuration (Nginx)
- Vercel (Serverless, Edge Network, AI SDK)
- Network protocols (HTTP, FTP, SSH, SMTP, DNS, Websockets)
- OpenAI APIs
- Git, GitHub, ChakraUI, MUI, DaisyUI
- Digital Marketing (Advanced SEO, PPC, Email, Strategy)

Soft Skills
- Managing projects simultaneously, breaking down tasks, setting timelines, and ensuring timely delivery.
- Maintaining clear and professional communication with clients and team members.
- Adept at identifying and resolving complex technical and business challenges.

Personal Traits
• Passionate about continuous learning and staying current with the latest web technologies.
• Known for reliability and proactive approach in client engagements.
• Committed to delivering high-quality work with meticulous attention to detail.