

Simon Foust

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SKILLS AND COMPETENCIES

- HTML5, SCSS, JS
 - Responsive, Mobile-first UI/UX Development
 - Accessibility Standards
 - Performance Optimization
 - Project Management
 - Mailchimp, Sendgrid, Salesforce Marketing Cloud
 - Ampscript, Handlebars, Markdown
 - Wordpress, Shopify, Squarespace, Wix, Hubspot
 - Figma, Adobe Suite, Asana, Jira, Monday, Trello, Git
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WORK EXPERIENCE

Front-end Developer, Consultant

AUG 2022 - Present

Self-employed

- Transformed visual mock-ups into WordPress-ready code, installed CRM plugins, and provided hands-on training, empowering direct communication with patrons and streamlining processes for user engagement.
- Refactored codebase and redesigned WordPress themes with custom no-code branding options for dental practices, ensuring brand consistency across three sites and facilitating easy content curation. Impact: Strengthened brand identity and improved site management.
- Developed a comprehensive email marketing plan with example documents and foundational code for templates usable with SendGrid or any email system. Impact: Established a solid foundation for efficient campaign creation and execution.

Senior Front-end Developer

AUG 2018 - AUG 2022

Wix / DeviantArt

- Led and managed migration from legacy email system to SendGrid, optimized design/build/launch flow, defined launch checklist, resulting in a 300% increase of email launch capacity.
- Consulted with visual design and marketing teams to build landing pages with Wix Velo for major product rollouts including deviantartprotect.com which processed over 329,000 NFT infringement claims.
- Debugged and resolved cross-browser compatibility issues and implemented techniques to ensure optimal performance resulting in a 10% increase in page load time.

Front-end Developer

JUL 2017 - AUG 2018

Wix / DeviantArt

- Engineered a PugJS and SCSS-based front-end framework for marketing and community campaigns. Oversaw rapid prototyping, debugging, launch, and post-launch analysis. Impact: Streamlined development processes and provided documentation for future efficiency.
- Coded, tested, and launched landing pages for multi-phase Art Contests with brand partners such as Universal Home Entertainment, LG, Cookie Run, Overwatch, SYFY. Resulted in 300k+ submissions, significantly boosting user engagement and brand visibility.

Owner, Web Developer

MAY 2002 - JUL 2017

BUILTBYSIMON

- Started a web development company specializing in PSD to HTML, partnering with marketing and web design agencies, averaging 200+ projects annually. Established a successful business, consistently delivering high-quality projects and building strong partnerships.
- Built a solid reputation as an expert, attracting clients and establishing credibility in the industry as a subject matter expert in responsive web design, css architecture, and content management systems like Wordpress and Adobe Business Catalyst.