

# Andrew Lux

Front End Developer & Web Designer

AndrewLux.com

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## Experience

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### Web Development / Design – Freelance 2010 – Present

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In tandem with full time positions, in my freelance work I:

- Explore modern front end technologies, build playful and experimental interactions, and design unique solutions for a wide range of projects.
- Work with diverse clients, including artists, non-profits, and groups from marginalized communities.
- Collaborate directly with clients to synthesize and prioritize website goals for usability, engagement, design fidelity, and user experience.

Selected projects:

**My Heart My Body (Sailor Moon)** — Immersive, playful installation for an art and technology space. Used p5.js and TensorFlow.js to create an interactive experience that lets users strike poses to transform into superheroes.

**University of Minnesota** — An editorial “scrollytelling” feature for an online exhibit. Developed custom functions in Javascript and wrapped them in a Wordpress plugin to facilitate close readings of historical documents.

**Mills College** — Website for 580 Split, Mills College’s literary journal. I created the information architecture to access and organize the articles, poems and interviews for each issue, and edited the WordPress dashboard for easy admin setup but also restricted volunteer access.

### Creative Developer — Bizzabo 10/21 – 7/22

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- Maintained React front end and WordPress back end for a marketing website with hundreds of daily visitors.
- Prototyped and developed custom internal Web Apps scripted in both React.js and vanilla Javascript.
- Co-created an interactive design and motion library that applied to all digital marketing material.
- Implemented marketing and analytic code including Google Analytics, FullStory, ZoomInfo, and others.
- Worked directly with product, design, and analytics teams to optimize performance and design of digital assets for project-based microsites and main marketing site.

## Profile

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I’m a developer, designer, and technologist working with code as a medium for exploring new ways of interacting and engaging with the world.

I have worked for large companies and boutique design studios in New York City and the San Francisco Bay Area. I have also been a freelance developer and designer for the last 11 years.

## Technical Skills

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HTML5 / CSS3 / JavaScript / React.js / LESS / Sass

Node.js / Gatsby.js / p5.js / TensorFlow.js / A-Frame / GSAP / jQuery

PHP / MySQL / Wordpress / AWS

Experience with RESTful APIs / Github / Terminal / Deployment to different CDNs

## Design Tools

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Photoshop / Illustrator / InDesign / Figma / Sketch / Zeplin / Trackduck / Trello / Slack

## Experience (continued)

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### Senior Designer / Developer — Eventbrite 1/19 – 4/21

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- Helped lead the WordPress team of Designers and Developers.
- Fostered a stronger designer and developer community by overhauling design libraries and code snippets and hosting ongoing skill shares.
- Collaborated closely with client reps and engineering team to build highly custom front end features, utilizing both Javascript and PHP.
- Designed and documented a modular UI pattern library that balanced usability and consistency with clients' needs for custom branding, layouts, and features.

### Designer / Developer — Eventbrite (Acquired Ticketfly) 9/17 – 1/19

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- Helped manage and implement the successful transition of over 400 websites from Ticketfly to Eventbrite without any downtime.
- Seamlessly transitioned API endpoints for our 400 plus websites without any downtime.
- Helped bridge the gap between design and code by spearheading and leading modern CSS education sessions for colleagues. Detailing Grid and Flexbox features.
- Designed and prototyped custom front end features for key clients.

### Designer / Developer — Ticketfly 2/17 – 9/17

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- Designed and developed websites for clients with varying, complex needs: detailed venue filtering, dynamic music blogs, and high traffic web sales.
- Created modern WordPress themes and plugins using both Javascript and PHP, that streamlined the design and development process.
- Collaborated with project managers, clients, and other stakeholders to design and develop custom, branded websites for music venues.

### Web Developer — C+H Design 9/15 – 1/17

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- Built responsive templates for high traffic and complex data-driven websites.
- Refined and iterated user experience by designing and implementing new modules and interfaces in large, responsive sites.

## Education

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**Gray Area -  
Creative Code Immersive**  
2019

**General Assembly -  
UX Design Immersive**  
2014

**City College of San Francisco**  
2012 – 2014