

Travis Dunn

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Design-focused front-end engineer with over 10 years of experience building modern, responsive, and user-centric web applications. Passionate about creating beautiful, interactive interfaces that are not only visually compelling but intuitive and enjoyable to use. Comfortable working across the stack, with a strong foundation in front-end architecture.

Websites, Portfolios, Profiles

- [linkedin.com/in/travisldunn](https://www.linkedin.com/in/travisldunn)
- github.com/travisldunn
- travisdunndev.com

Skills

- JavaScript
- Svelte
- Typescript
- Apollo
- React
- Redux
- GraphQL
- Python

Work History

Front-End Engineer

Madhive, New York, NY

September 2022 - March 2025

- Refactored legacy code into modular React + TypeScript components, decreasing bug reports by 35% and cutting onboarding time for new engineers by 40%.
- Led the creation of a centralized design system that replaced 60+ redundant UI components, improving visual consistency and reducing frontend code by over 40%.
- Overhauled state management with a new Hooks Toolkit architecture, decreasing time-to-debug by 50% and improving app scalability.
- Optimized the ad campaign creation flow, improving UI responsiveness by 2x and cutting time-to-launch for campaigns by 30%

Senior Front-End Engineer

FanAI, San Francisco, CA

November 2020 - September 2022

- Built interactive data visualizations for sports sponsorship analytics, handling millions of rows of performance data with Highcharts.
- Reduced frontend deployment time by 20% using Google Cloud Platform CI/CD workflows.
- Designed and documented over 100 UI components in Storybook using Atomic Design, cutting development cycles by 25%.

Senior Software Engineer

Taffi, San Francisco, CA

July 2019 - November 2020

- Built and launched the initial front-end framework, enabling the company to onboard clients 2 months earlier than projected.
- Created core data structures and repositories that supported a 30% faster integration of backend features with frontend systems.
- Reduced frontend bug reports by 40% through strict TypeScript typing and component isolation.

Senior Full Stack Software Engineer

KeepSurf, San Francisco, CA

May 2018 - September 2019

- Built a full-stack location-based booking system that supported hundreds of active users within 6 months of launch.
- Improved Firebase-based authentication and security logic, reducing auth-related support tickets by 50%.
- Increased conversion rate of new users by 25% through user flow optimization and frontend A/B testing.

Front-End Engineer

Macy's, New York, NY

January 2017 - May 2018

- Led frontend dev for Macy's Gift Guide campaign, reaching 20M+ monthly users and contributing to a 15% increase in seasonal revenue.
- Developed and maintained SPAs for brands like LensCrafters and Calvin Klein, resulting in 25% faster page loads across campaigns.
- Reduced support incidents by 35% through better modularization of Backbone.js components and improved frontend QA process.

Software Engineer

Robert Half Technology, New York, NY

August 2015 - January 2017

- Developed frontend architecture for 20+ client websites, improving average site speed by 30% with optimized asset bundling and code splitting.
- Automated development pipelines using Grunt, saving 10+ hours/week in manual deployment and optimization tasks.
- Automated image optimization, reducing page load times by up to 30%

Front-End Engineer

MasFocus, San Francisco, CA

May 2014 - June 2015

- Developed concept, and a working model of a creative learning platform, using jQuery, HTML, and CSS
- Converted UX wireframes into responsive components that scaled across 3 device types with zero layout bugs during QA

Education

Full Stack Development Program in Java, JavaScript, React.js, Angular, Node.js January 2016
Skill Distillery, Denver, CO

Bachelor's Degree in Music Production and Engineering for Visual Media January 2015
Academy of Art

Master's Degree in Music Technology January 2011
Berklee College of Music