

HENRY LEE BLOUNT JR

FRONT END SOFTWARE ENGINEER

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I'm a front end software engineer who specializes in e-commerce and user interface design. My focus is on building strategic, customer-centric, business driven digital experiences by combining the art of design with the art of programming.

PROFESSIONAL EXPERIENCE:

E-com Funnel Studio

Philadelphia, PA · Remote

E-commerce Specialist / Shopify Front-End Engineer / UI/UX & Brand Designer / Online Advertiser

June 2024 – Current

- **MESA Project** (Napa Valley, CA): Collaborated with top industry professionals to build a full e-commerce business in just three days. Contributed to complete brand identity, go-to-market strategy, marketing materials, and was incharge of the Shopify store development and UX/UI design.
- **AK Botanicals:** Led UX/UI design for Shopify and developed the full Shopify store. Designed online advertisements, packaging, brand marketing/advertising assets, and edited hero videos to enhance customer engagement.
- **Dearly Beloved Gifts:** Created jewelry message card designs, led UX/UI Shopify design and development, executed online advertisements and designed ad creatives to drive sales.

Nectar, Digital Marketing Agency

Ardmore, PA · Remote

E-commerce Specialist / Shopify Front End Software Engineer / User Interface Designer

March 2024 – June 2024

- Designed and developed an e-commerce sales funnel for a multi-million dollar high fashion luggage client earning them over \$100k within a period of 3 months
- Collaborated with the digital marketing team and created an e-commerce direct-to-consumer marketing ecosystem
- Developed a user interface design tailored for optimal e-commerce conversions
- Customized a Shopify theme with front-end software engineering Shopify CLI, Liquid, JSON, SCSS, CSS, JavaScript, Metaelds, and Github

The Co – Creative, inc.

Philadelphia, PA

Front End Software Engineer / User Interface Designer

March 2023 – February 2024

- Leveraged over half a decade of experience working with Shopify and other e-commerce CRM platforms
- Built and launched the brand and business from ideation to deployment, demonstrating the ability to navigate the entire process of establishing and growing ventures using HTML, CSS, Liquid, JSON, Javascript, Shopify
- Successfully designed and developed a *minimum viable product (MVP)*, gaining hands-on knowledge about the target audience and e-commerce user experience
- Conducted thorough research and analysis of customer needs to migrate the WordPress / WooCommerce, *minimum viable product (MVP)* to Shopify
- Implemented key e-commerce functionalities such as product catalog management, shopping cart integration, payment gateway setup, and order fulfillment

Ntune Nation, Inc.

Philadelphia, PA

Front End Software Engineer / User Interface Designer / E-commerce Specialist

Aug 2022 – March

2023

- Customized templates to drive customer engagement and enhance sales processes using HTML, CSS, Liquid, JSON, Javascript, Shopify
- Applied in-depth knowledge of Shopify's themes and integrated the brand vision, sales funnels, and design specifications
- Built and launched the brand identity and e-commerce strategy from ideation to deployment
- Gained hands-on experience in managing inventory, fulfilling orders, and implementing marketing campaigns

Resilient Coders

Boston, MA

Full Stack Software Engineer / User Interface Designer

March 2022 – Aug 2022

- Wrote modern and performant code for 30+ solo and collaborative projects pushed to Github using Git
- Thrived in a high-pressure, fast-paced agile environment, multitasking and problem-solving effectively design and development tasks
- Worked on a the design and development for a Shopify App
- Designed and incorporated responsive capabilities to ensure cross-browser compatibility and mobile responsiveness for various browsers and devices utilizing Node.js, JavaScript, HTML, CSS
- Worked with a variety of different languages, frameworks, and technologies such as JavaScript, JSON, AJAX, HTML5, CSS3, DOM, API, REST, Object Orientation Programming, MERN stack (MongoDB, Express.js, React.js, Node.js) etc
- Proficient in modern web design principles and development concepts
- Applied responsive design principles to ensure optimal user experiences across different devices and screen sizes, resulting in enhanced usability and engagement
- Conducted unit tests, ensuring the reliability and functionality of developed software solutions
- Implemented APIs, webhooks, and data transfer approaches, and wrote unit tests for code testability
- Stayed informed on cutting-edge web technologies and design, improving skills and adopting best practices

Blazin' Prints

Philadelphia, PA

Front End Software Engineer / User Interface Designer / E-commerce Specialist

March 2021 – March

2022

- Grew expertise in website conversion funnels, optimizing sales processes, and driving customer engagement through strategic branding and Shopify template customization
- Leveraged experience in web fundamentals (HTML5, CSS3), JavaScript, and Liquid
- Continuously Stayed ahead in the dynamic e-commerce technologies regarding design and development
- Engaged *sales design* to enhance the e-commerce front end design and development
- Created *Print on Demand* graphic art products
- Designed graphics, logo, website components, and other supporting brand materials
- Implemented online advertisement, and designed the digital footprint to meet client's needs

The Artwear Gallery

Philadelphia, PA

Front End Software Engineer / User Interface Designer / E-commerce Specialist

July 2017 – March 2021

- Managed Shopify e-commerce platform, designed and developed front end e-commerce funnels, and created online advertisements to promote sales to launch new products
- Stayed updated with the latest trends and advancements in e-commerce best practices, including UI/UX design optimization, effective sales funnels, and lead generation strategies, resulting in an increased conversion rate
- Led a team of 13+ creative professionals to determine product design, marketing, and leadership training
- Created 50+ products and designed graphics, logo, website components, and other supporting brand materials
- Employed design principles and Shopify apps to drive sales of event tickets, fashion products, print-on-demand items, and drop-shipping products

Millennium Art Gallery

Philadelphia, PA

Front End Web Developer / E-commerce Specialist

July 2019 – August 2020

Graphic User Interface Designer

July 2011 – September 2012

- Demonstrated expertise in front end development with Shopify, enabling seamless website customization
- Envisioned, designed, and developed a secure, contemporary e-commerce retail experience, with supporting brand materials including graphic art products
- Researched e-commerce strategies to design innovative products
- Implemented online advertisement, and designed the digital footprint to meet client's needs
- Clearly articulated contemporary business practices, strategic planning, and product proposals
- Assisted with production tasks such as file preparation, image editing, and formatting to ensure design assets were ready for print and digital distribution

Artwear Auction

Philadelphia, PA

Front End Software Engineer / User Interface Designer / E-commerce Specialist

March 2017 – March

2019

- Designed and developed funnels for artist's products using Shopify theme customization, ensuring branding, usability and modern art look and feel
- Grew an in-depth knowledge of the e-commerce technology landscape, including shopping carts, credit card processing, taxation, digital distribution, and shipping logistics
- Built and nurtured the brand identity, combining brand design, web design, and web development skills with e-commerce strategies to establish strong market presence
- Demonstrated customer-first mentality, fostering customer/fan loyalty through empathetic design and development

Mural Arts Philadelphia Design Internship

Philadelphia, PA

Graphic Design Intern / Muralist / Art & Entrepreneurship Instructor

May 2012 – July 2017

- Collaborated with staff to conceptualize and create impactful brand materials for various initiatives within Mural Arts Philadelphia's Communication Department
- Utilized design software and tools like Adobe Creative Suite to create visually appealing and engaging graphics, layouts, and illustrations aligned with the organization's visual identity and brand guidelines
- Assisted senior communications staff in developing visually cohesive themes for messaging, ensuring brand consistency and effective visual storytelling
- Collaborated with the communications team to conceptualize and create impactful logos for various initiatives within Mural Arts Philadelphia's Communication Department

EDUCATION:

The University of The Arts | *Student council - Design Representative*

Philadelphia, PA

Bachelors of Fine Arts | User Interface Design / Web Development / Graphic Design

February 2010 - May 2014

HARD SKILLS: JavaScript, Shopify, CMS (Content Management Systems), React.js, Node.js, MongoDB, Agile development, Object Orientation Programming, Git, Github, Visual Studio Code, Bootstrap, HTML5, CSS3, User Interface Design, Responsive Design, Typography, Business / Brand Strategy, Online Marketing, Online Advertisement, Adobe Creative Suite, Brand Identity, Visual storytelling

SOFT SKILLS: Innovation, Intuition, Collaboration, Empathy, Leadership, Fast Learner, Diplomacy, Patience, Dependable, Resourceful, Collaboration, Communications

INTEREST: e-commerce, Shopify, online marketing, javascript, React.js, node.js, typescript, brand development, python, ruby, AdTech, MarTech, Customer Service Tech