LOGAN KEENE

SENIOR WEB DEVELOPER

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Senior web developer and ecommerce specialist with 30+ full-cycle launches across Shopify, BigCommerce, WordPress, and Next.js. Skilled at managing multiple client projects from concept through launch and long-term maintenance, coordinating cross-functional teams to deliver secure, accessible, high-performing solutions. Combines frontend engineering, platform architecture, analytics, SEO, and AI-driven automation to deliver measurable business growth end-to-end.

ACHIEVEMENTS

- Over 30+ successful website and ecommerce launches with 100% client satisfaction.
- Created end-to-end ecommerce builds now generating up to $500k+ annually.
- Built an internal training portals adopted by hundreds of employees and partners.
- Engineered proprietary migration tooling and custom code for bulk data migration.
- Spearheaded platform migrations resulting in up to 800% revenue growth.

SKILLS

Frontend and UI
React • Next.js • TypeScript • HTML • CSS • Tailwind • Component architecture • Accessibility WCAG AA • Cross-browser QA • Design systems

Ecommerce and Platforms
Shopify Liquid • BigCommerce Stencil • WordPress development• Headless with Sanity • App and payment integrations • Taxes, shipping, checkout policy flows • Age gating • Restricted product logic • Storefront APIs

Backend and Integrations
Vercel serverless and edge • REST APIs • Webhooks • MongoDB • phpMyAdmin • Resend • Klaviyo • Mailchimp • Semrush • OpenAI APIs • GA4 • GSC • Meta Pixel • Google Ads • DNS management

Analytics, SEO, and CRO
GA4 and Plausible events • Attribution • Technical SEO audits • Schema • Redirect mapping • Content ops • Trend reporting • Experiment design • Conversion tracking

Performance and Core Web Vitals
LCP • CLS • INP • Image pipelines (WebP, explicit sizing, lazy loading) • Preload critical assets • Defer blocking scripts • Caching strategies • Vercel Analytics • PageSpeed workflows

Reliability, Launch, and Ops
Cutover planning • DNS A/CNAME/TXT updates • Environment readiness • Rollback plans • Risk logs • SMTP and deliverability (SPF/DKIM/DMARC) • Issue triage • Ticket hygiene

Tooling and Automation
Internal docs portal • Redirect and CSV validators • SOP generators • Keyword discovery automations • AI-assisted content generation and structured site updates

EXPERIENCE

Ventura Web Design & Marketing - Web Developer
Tampa, FL • Aug 2022 - Present
- Led end-to-end web development, maintenance, and SEO workstreams across multi-client portfolio.
- Built responsive interfaces and reusable components; maintained clean architecture and accessibility.
- Engineered proprietary migration tooling for bulk data moves across Shopify, BigCommerce, Volusion, and Etsy.
- Implemented serverless APIs and webhooks on Vercel to orchestrate platform, email, and analytics services.
- Ran technical SEO audits with Semrush and GSC; resolved issues, delivered trend reports that informed priorities.
- Instrumented GA4, Plausible, Meta Pixel, and Google Ads events across CTAs and checkout funnels.
- Planned and executed cutovers on WP Engine and Vercel, managed DNS changes, comms to stakeholders.
- Improved LCP/CLS/INP via image pipelines, preloads, and deferrals; used Vercel Analytics, Lighthouse, and PSI.
- Triaged mixed requests into actionable tickets; maintained status hygiene across Basecamp and Zendesk.
- Resolved deliverability issues by configuring SMTP and validating SPF/DKIM/DMARC.

FreebieFlow - React Developer

Feb 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.

Frozen Freebies - 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.

Private Client - Contract Web Developer

Feb 2022 - Mar 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.

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.

PROJECTS

• Training documents portal used by hundreds of partner employees for onboarding and SOP access.
• AI-powered content ops: OpenAI + Semrush + Shopify/BigCommerce APIs for structured content updates.
• Redirect mapper and CSV validator to de-risk migrations and accelerate QA
• Reusable launch playbooks for DNS cutover, environment validation, and rollback readiness