# Brian English

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## Summary

**Director-level Web Professional.** My career is defined by a rare versatility. I started in design, mastering UI/UX and pixel-perfect attention to detail, before pivoting to full-stack development in 2014. This trajectory allows me to bridge the gap that cripples most teams: I don't just write code; I understand the design intent behind it and know the best way to do the next part of the project no matter what it is.

## Experience

### Senior Web Developer

The Connor Group │ 10510 N Springboro Pike, Miamisburg, OH │ May 1, 2023 – Nov 26, 2025

- Redesigned and migrated 50+ single-page property websites into standalone Wordpress multisite network with 20-40 pages each, completing all UI/UX design, visual design, development, and deployment in 3 months as sole technical lead.
- Lead team of 3 developers and coordinate with external agency partners to deliver technical solutions and maintain code quality standards.
- Architect custom Divi child theme with Advanced Custom Fields for dynamic content, custom apartment-specific schema markup, and automated XML feeds for apartments.com and Zillow syndication.
- Develop and maintain dual CRM API integrations with Yardi/RentCafe and Funneleasing.com including custom authentication, lead management, tour scheduling, and real-time availability updates. Currently migrating the entire 50+ property portfolio from Funnel to Yardi with zero downtime.
- Design multiple custom floorplan configurators with MongoDB integration, dynamic pricing, fee calculations, and mobile-responsive JavaScript frameworks.
- Engineer form security system with bot detection using honeypot fields, fill-time analysis, mouse movement tracking, and IP logging to protect lead quality.
- Implement UTM tracking system with localStorage persistence and dynamic number insertion (DNI) for multi-channel marketing attribution across Google My Business, Facebook, and paid advertising sources.
- Deploy large-scale campaigns across multisite network using WP-CLI commands and custom PHP scripts for bulk operations and database content propagation.

- Develop AI-powered chatbot systems for leadership to improve resident engagement and customer service workflows.
- Manage Kinsta hosting infrastructure (32GB memory, 64 PHP threads, 1M monthly visits) and implement backup strategy using automated Kinsta backups and Google Cloud weekly archives.
- Establish GitHub version control workflow managing branching strategy and deployment processes between staging and production environments.

## Development Team Lead

Hyperdrive Interactive | 9737 Loveland Madeira Rd, Loveland, OH | Dec 1, 2014 - May 1, 2023

- Create storyboards, process flows and site mockups to present to clients and later used by our development team.
- Create entire websites using various versions of .net including classic, MVC and the newest .net core as well as wordpress/php and several other technologies.
- Daily workflow consists of using SCSS, Less, Gulp, Node, JavaScript, jQuery, SQL SMS, and Github.
- Extensive CMS experience with Wordpress, Umbraco, BigCommerce, Drupal, Joomla, and WooCommerce.
- Several large client websites were created with a very small team of developers.
- Email and html5/canvas game development.
- Have used the entire adobe suite for 15 years plus.
- Design several items including landing pages and emails.

## Production Designer

Barefoot Proximity | 700 W Pete Rose Way, Cincinnati, OH | Jun 2012 - Aug 2014

- Designed User interfaces for various web applications
- Translated business requirements into wireframes and mockups
- Utilized user flow diagrams, user data, and other feedback to improve designs
- Worked in with several mediums from print, web, and video to meet company needs

## Interactive Designer

Excellence in Motivation | Apr 2011 - May 2012

- Designed User interfaces for various web applications
- Translated business requirements into wireframes and mockups
- Utilized user flow diagrams, user data, and other feedback to improve designs
- Worked in with several mediums from print, web, and video to meet company needs

## Web Designer

LPK │ 19 Garfield Pl, Cincinnati, OH │ Apr 2011 - May 2012

- Responsible for the graphic design, implementation, and maintenance of projects
- Created web based solutions using languages HTML, PHP, XML, CSS, and Flash
- A Consultant on several hardware and software purchases
- Developed projects for large clients such as Pampers and Swiffer
- Used Adobe products including Photoshop, Flash, Dreamweaver, and Illustrator
- Daily work included wireframes, mockups, and documentation

# Education

## Information Technology, Digital Design and Web Development

University of Cincinnati │ 2600 Clifton Ave, Cincinnati, OH │ Graduated 2010