

KEVIN VU

SENIOR WEB DEVELOPER &
UI/UX DESIGNER

Austin, TX

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keveloper.dev

EXPERIENCE

 github.com/kkv263

Gorilla Mind

Fullstack Engineer

Dec 2023 - Present

- Led design and build efforts for landing, product, and campaign pages end-to-end for Gorilla Mind's e-commerce storefront, from Figma mockups to production code in Shopify Liquid, React, and custom backend services.
- Built checkout, upsell, and bundle experiences that increased average order value and conversion rate.
- Partnered with marketing to launch products and promotions as fast, on-brand web experiences under tight deadlines.
- Improved site performance and accessibility across core templates, including faster load times, WCAG-aligned markup, and stronger mobile UX.
- Owned end-to-end test automation for four production Shopify storefronts — architected request-level controls and bot-detection handling in Playwright, turning a chronically failing pipeline into a trusted signal for accessibility and checkout regressions.

Cro Metrics

Senior Web Experiment Engineer

Sep 2021 - Oct 2023

- Create and design responsive and dynamic React landing pages for various clients with a focus on user experience and conversion optimization.
- Design, develop, and implement A/B tests using experimentation platforms such as Optimizely, VWO, or Convert
- Work closely with clients to understand their business goals, and develop testing strategies to help achieve those goals.
- Provide guidance and mentor other engineers to support them and help them achieve their goals.
- Develop and implement processes and best practices to ensure high-quality testing and analysis

Brightfind

Frontend Web Developer

Aug 2018 - Sep 2021

- Develop and maintain user interfaces for web applications and CMS's using HTML, CSS, and JavaScript, and front-end frameworks like Vue / React
- Collaborate with designers, developers, and stakeholders to implement designs and create efficient, intuitive user experiences.
- Optimize website performance by improving page load times, minimizing file sizes, and implementing responsive design principles.

SKILLS

Design: Figma, Sketch, Zeplin

Dev Language and Frameworks:
HTML/CSS, Javascript, Typescript,
NextJS, Vite, GraphQL, React,
Svelte, Python, jQuery, Playwright

Dev Tools and Platforms:
Git, Accessibility/WCAG, JIRA,
Clickup, OptimizelyAB / CMS,
Convert AB

Creative:
Photoshop, After Effects,
Clip Studio Paint, Blender

EDUCATION

The University of Texas at Austin

Bachelor's of Science and Arts in Computer Science
Austin, Texas

2014-2018

J.F. Oberlin University 桜美林大学

Study Aboard Exchange Program
Machida, Japan

2017

SUMMARY

Full Stack Engineer with experience designing and building high-performing web applications, from user-facing interfaces to checkout and conversion-focused features. Blends design sense with technical range to move from idea to production quickly.