

Logan Houp

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SUMMARY

Experienced Senior Web Developer with 7 years of hands-on expertise in full-stack development, specializing in JavaScript (React, Node.js), WordPress, and scalable cloud solutions. Adept at architecting high-performance applications with a focus on clean, maintainable code and exceptional user experiences. Proven ability to lead cross-functional teams, optimize workflows, and deliver cost-effective solutions at scale. Passionate about building useful, strategic web solutions that drive growth and positive user engagement.

EXPERIENCE

Lead Web Developer

2060 Digital

July 2023 - April 2024, Cincinnati, Ohio, United States

- Architected a high availability, interactive vector-based GIS mapping backend service using AWS S3, Lambda, and CloudFront that enabled a customizable, zero maintenance map experience for clients at a cost ~85% lower than competing solutions e.g. Google Maps, Mapbox.
- Spearheaded a scalable funnel tracking solution integrated across hundreds of landing pages, enhancing data-driven insights for clients.
- Streamlined project delivery through Agile task management and iterative design/code review processes, shortening feedback loops and boosting team efficiency.

Senior Web Developer

2060 Digital

January 2022 - July 2023, Cincinnati, Ohio, United States

- Built and maintained several Enterprise-grade brochure sites, each with a seamless component-based, drag-and-drop CMS, while retaining speed and scalability, including a 6 thousand-page website for an acrylic surfaces manufacturer with over one thousand products in eight languages.
- Delivered a high-performing website for a luxury senior living facility, improving page load speeds by 75% and increasing occupancy rates from 65% to 89% in six months.
- Created several reusable boiler plates templates, frontend framework components/libraries, and standardized CI/CD processes to reduce project lead time.
- Developed a single-page application using React, AWS Lambda and Node.js for client qualification, automating evaluations and producing professional-grade, custom-branded sales reports.

Web Developer

2060 Digital

September 2018 - January 2022, Cincinnati, Ohio

- Created a secure, E2E auto-expiring messaging tool using React, AWS Lambda, and Redis to support confidential communication among teams.
- Educated campaign strategists on best practices for setting up conversion tracking in Google Tag Manager.
- Established robust event and conversion tracking using Google Tag Manager and other analytics tools, ensuring accurate campaign data collection.

Full-Stack Web Developer

WEBDOGS

January 2018 - July 2018, San Jose, California

- Developed websites with Wordpress using HTML, CSS, JS and PHP.
- Developed complex page templates using ACF to enable code-free site MGMT.
- Corresponded with clients to complete ~100 support and feature request tickets.
- Performed routine updates and maintenance on ~200 sites across a variety of legacy server and hosting configurations.

Interactive Designer

Brand Animal

August 2017 - January 2018, Lexington, Kentucky, United States

- Designed responsive WordPress websites and optimized multimedia assets for diverse client portfolios.
- Provided ongoing site maintenance, hosting, and security management.

SKILLS

Tools & Technologies: JavaScript, PHP, WordPress, Node.js, React.js, PostgreSQL, MySQL/MariaDB, GraphQL, SQL, HTML, CSS, Git, Docker

Industry Knowledge: WebGL, DNS, Search Engine Optimization (SEO), Benchmarking/Profiling, REST, HIPAA Compliance, Agile Project Management

EDUCATION

Bachelor of Arts, Integrated Strategic (Marketing) Communication

Minor in Philosophy • University of Kentucky • Lexington, Kentucky • 2017