

Brad Preston

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<https://bradpreston.com>

PROFESSIONAL SUMMARY

Front-end developer with 5+ years of experience specializing in ecommerce performance. Expertise in diagnosing and resolving Core Web Vitals issues (LCP, INP, CLS) across dozens of Shopify and BigCommerce storefronts. Experienced owning features end-to-end, from integration work to production deployment, and looking to bring that depth to a single product team.

WORK EXPERIENCE

Web Developer, Brod Solutions

July 2021 - present

- Diagnosed and resolved Core Web Vitals issues (LCP, INP, CLS) across Shopify and BigCommerce storefronts, identifying root causes in third-party scripts, image delivery, and render-blocking resources
- Implemented structured data (schema markup) to improve search ranking and content visibility for AI-driven search and chat assistants
- Owned front-end delivery end-to-end across concurrent client projects, managing platform migrations from old systems to BigCommerce and Shopify with minimal downtime
- Built custom tooling extending native ecommerce platform functionality (e.g., bulk order charts) to meet business requirements not supported out of the box
- Designed and maintained a real-time API gateway for event handling, logging, monitoring, and failure alerting
- Collaborated cross-functionally with backend developers, marketers, and designers to ship high-quality user experiences

INDEPENDENT PROJECTS

WordPress/NextJS sites for local businesses, including an EPK/band site, a Kalamazoo film festival site, and a local music repair site.

SKILLS

TypeScript, JavaScript, CSS, HTML, Responsive design principles

FAMILIAR

NextJS, React, Vue, Nuxt, Tailwind, Node JS

LINKS

[GitHub](#) [LinkedIn](#) [Website](#)