

# Chris Edmonds

React UI Developer | UX Engineer | Technical Designer

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## PROFESSIONAL SUMMARY

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React UI Developer and Technical Designer with hands-on experience building production web applications using React, JavaScript, HTML, CSS, and modern component-based UI architecture. Converts UX designs, platform requirements, and brand direction into responsive, component-based interfaces. Experienced building customer-facing funnels, dashboards, onboarding flows, branded implementation screens, and API-connected SaaS workflows in collaborative startup and enterprise environments. Recent founder-led work on ReelClout includes React/Vite UI, QR-driven upload flows, branded customer pages, dashboard media review, account configuration, billing/onboarding states, and launch-ready product planning.

## TECHNICAL FIT

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**Front-End UI:** React, JavaScript, HTML5, CSS3, React Router, Vite, responsive layouts, form states, upload/progress states, browser-based UX

**Technical Design:** Figma, design systems, UX flows, interaction design, accessibility (WCAG), design-to-code translation, brand implementation

**Platform Implementation:** Customer-specific configuration, branded pages, SaaS dashboards, content workflows, account onboarding, API-connected UI, auth-aware navigation

**Optimization and Collaboration:** GA4, Hotjar, A/B testing, funnel analysis, cross-functional work with product, marketing, stakeholders, and technical teams

**Tools:** Figma, Adobe Creative Suite, Sketch, VS Code, Git, GitHub, Unbounce, Monday.com

## PROFESSIONAL EXPERIENCE

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### React UI Developer / Technical Designer (fractional)

October 2025 - Present

*ReelClout - Charleston, SC*

- Designed and built React/Vite product UI for a SaaS platform that helps businesses collect, review, and manage customer-submitted photos and videos through QR-code workflows.
- Configured and customized branded customer experiences for different business requirements and implementation scenarios.
- Translated product requirements into responsive flows including public upload pages, account onboarding, login/signup, verification/reset flows, dashboard navigation, QR management, media review, account profile, plan status, upgrades, and admin screens.
- Created brandable implementation patterns for customer upload pages, including logo display, company profile fields, custom upload messages, preferred contact methods, social handle capture, consent states, and QR-specific destinations.
- Built dashboard UI behavior for media filtering by QR source, media type, tags, votes, and workflow status, plus tagging, preview/download, batch actions, mobile review, and upload progress/error states.
- Integrated front-end components with backend APIs for uploads, account profile changes, QR generation, media records, billing, usage limits, and auth-aware navigation.
- Worked across React, Flask, PostgreSQL, DigitalOcean Spaces, Stripe, background media processing, deployment documentation, and launch/security planning to move the product from concept to functional MVP.

## Product Designer (fractional)

January 2025 - Present

Havoc Labs - Charleston, SC

- Lead product design for early-stage technical products, turning SWAT Operator feedback into requirements, prototypes, UI flows, and go-to-market materials.
- Design landing pages, demo workflows, product positioning, and digital touchpoints using HTML, CSS, and JavaScript to support validation and lead generation.
- Establish brand systems and interface patterns in a startup environment where design, product, and implementation decisions move together.

## Senior UX/UI Designer & Developer

June 2022 - September 2024

Mortgage Center - Remote

- Served as the sole UX designer and front-end developer responsible for customer-facing mortgage acquisition funnels, landing pages, and application workflows used across a network of 33 credit unions.
- Owned design and front-end implementation for customer-facing web experiences, acquisition funnels, landing pages, and multi-step application flows using HTML, CSS, and JavaScript.
- Built and maintained a component-based design system inside the CMS, improving consistency, update speed, and design fidelity across the platform.
- Delivered roughly 5+ pages or funnel updates per sprint while collaborating with marketing, product, compliance, and stakeholder teams.
- Used GA4, Hotjar, session recordings, and A/B testing to identify drop-off points and optimize conversion across key flows.
- Redesigned call flow and self-service mortgage payment experience, reducing customer service load and saving \$7,000/month.
- Collaborated with 33 partner credit unions to align UX, design standards, and digital best practices across a complex stakeholder environment.
- Built internal tools, including AI-assisted content tooling and Python compliance automation, to reduce manual work and speed up repeatable workflows.

## Head of Product & Design (Contract)

February 2022 - June 2022

Surv - Remote

- Designed three connected products: customer web platform, scheduling system, and mobile worker app.
- Mapped operational workflows into usable product flows, prototypes, and design patterns for cross-system implementation.
- Created brand and UX standards to support ongoing product development after handoff.

## Creative Content Manager / Sr. Design Supervisor

September 2019 - February 2022

Eccotemp - Summerville, SC

- Led UX and design for ecommerce platform and digital customer experiences, partnering with engineering and marketing on site updates, product launches, and brand execution.
- Directed company-wide rebrand across web, product, packaging, video, and marketing channels.
- Managed designers and 3D artists producing multi-channel content for product launches and campaigns.
- Designed and helped develop mobile app experiences supporting smart home products.

## ADDITIONAL EXPERIENCE

Producer / Editor / Animator / Designer - Innovalearn; Video Producer - High Attitude Video; Sales, management, and account exec roles - Vivint Solar, ADT Corporate Security, Vivint Smart Home Security, Charter Business (now Spectrum)

## EDUCATION AND CERTIFICATIONS

**Education:** Bachelor of Arts, Political Science (International Relations) - Georgia College & State University

**Certifications:** Responsive Front-End Development Certification - freeCodeCamp; JavaScript Algorithms and Data Structures Certification - freeCodeCamp