



PROFESSIONAL SUMMARY

Principal Frontend Engineer with 15+ years of experience driving digital transformation through scalable, high-performance websites. Expert in Astro, React, TypeScript, JavaScript, Tailwind CSS, Node.js, and modern web standards including accessibility, Core Web Vitals, and SEO. Proven ability to align engineering, design, and marketing to deliver measurable business impact.

AREAS OF EXPERTISE

✓ HTML / CSS	✓ Git and CI/CD	✓ Design Systems	✓ SEO Best Practices	✓ Node.js
✓ JavaScript	✓ Headless CMS	✓ Web Performance	✓ SCSS / SASS	✓ UI/UX Design
✓ TypeScript	✓ API Integration	✓ Core Web Vitals	✓ PostCSS	✓ Figma
✓ React	✓ Responsive Design	✓ Web Accessibility	✓ Tailwind CSS	✓ Adobe CC

CAREER HIGHLIGHTS

Complex Architecture	✓ Led the complete rebuild of the Maverik and Kum & Go websites into a high-performance, complex Astro-based platform, integrating multiple data sources via API and significantly enhancing site performance.
Reusable UI Components	✓ Built a scalable library of reusable, configurable web components using HTML, CSS, JavaScript, and JSX within a dynamic design system, ensuring consistency across all Maverik web properties.
Modern Frameworks	✓ Designed and developed full-scale websites using the Astro JavaScript framework, collectively generating over 10 million annual page views.

PROFESSIONAL EXPERIENCE

Principal Frontend Engineer, Maverik, Salt Lake City, UT | July 2023 – Present

Recruited to provide strategic leadership and full ownership of the web ecosystems for Maverik and Kum & Go, including customer-facing websites and the unified Careers platform.

- Directed the digital transformation of web properties, architecting scalable platforms that expanded monthly traffic from 22K to 640K page views (29x growth) over two years, advancing enterprise marketing and customer engagement objectives.
- Spearheaded the complete rebuild of the Kum & Go public website in under four weeks, integrating CMS and API solutions that improved performance, accessibility, and reliability while delivering \$600K+ in annual operational savings.
- Established enterprise-level coding standards, frameworks, and best practices using Astro, React, TypeScript, and modern DevOps workflows, ensuring long-term scalability and maintainability across brands.
- Partnered with Marketing, PR, and Digital Product leadership to align web initiatives with business goals, accelerating campaign launches and strengthening Maverik's and Kum & Go's digital presence.
- Championed cross-functional collaboration and workflow optimization, enabling faster go-to-market execution and improving communication across technical and non-technical teams.



Nick Bravo

Principal Frontend Engineer

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Web Development Consultant & Architect, Astropost, *Remote* | March 2022 – Present

Transitioned a freelance practice into a systemized consulting business, introducing structured client onboarding and project management workflows that improved scalability and client satisfaction.

- Directed enterprise-level web architecture strategies to deliver high-performance, privacy-focused websites optimized for speed, security, and long-term maintainability.
- Designed and implemented scalable, headless CMS and API-driven codebases, ensuring adaptability and seamless integration with evolving business needs.
- Led the digital transformation of Unredacted Magazine, creating an interactive, accessible, and visually compelling digital publication platform beginning with Issue 002.
- Advised clients on strategic technology adoption, aligning modern frameworks and performance practices with business objectives to strengthen digital presence and competitive positioning.

Adjunct Faculty in Web Design & Development, Salt Lake Community College, *Salt Lake City, UT* | December 2023 – Present

Delivered instruction across beginner to advanced levels in graphic design, UI/UX design, and web development, fostering both creative and technical skill growth.

- Guided students in industry-standard tools including Visual Studio Code, Figma, and Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Taught core web technologies and principles—Semantic HTML, CSS, JavaScript, responsive design, and accessibility—emphasizing modern standards and best practices.
- Incorporated real-world project management and DevOps methodologies to prepare students for professional workflows and collaborative environments.

Graphic Designer / Web Developer, Freelance, *Remote* | May 2007 – March 2022

Founded and grew a 15-year freelance practice delivering end-to-end digital solutions—websites, user interfaces, visual identities, and online assets—for small businesses, nonprofits, and public organizations.

- Directed web strategy and digital branding initiatives for diverse clients, ensuring alignment between technical execution, marketing goals, and long-term business growth.
 - Built scalable, engaging websites and digital products with a focus on usability, accessibility, and performance, strengthening client visibility and customer engagement.
 - Partnered with public safety, political, and nonprofit organizations to deliver mission-driven pro bono projects, expanding community impact and building trusted digital presences.
 - Established a reputation for strategic consulting, helping clients adopt modern technologies, strengthen digital ecosystems, and maximize ROI from their web platforms.
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Graphic Designer / Web Developer, 8fish, *Sandy, UT* | June 2008 – September 2009

Recruited as a graphic designer and illustrator, and rapidly advanced to lead web developer, leveraging prior experience to expand the agency's digital capabilities.

- Directed the design and development of the Maverik Kick Start website, supporting a regional adventure TV show and strengthening Maverik's brand presence in the competitive convenience retail market.
- Elevated client brands by delivering integrated digital solutions—websites, graphics, social media content, and marketing assets—that aligned with broader business and marketing strategies.
- Collaborated with cross-functional teams to bridge creative design with technical implementation, setting a precedent for scalable, brand-focused digital experiences.

Police Officer, University of Utah Police Department, *Salt Lake City, UT* | March 2021 – July 2023

- Spearheaded educational and community outreach campaigns as a liaison between the police and marketing departments.

Police Detective, Price City Police Department, *Price, UT* | November 2015 – March 2021

- Developed and oversaw a comprehensive training and equipment program.

Police Lieutenant, Wellington Police Department, *Wellington, UT* | August 2010 – November 2015

- Improved transparency and community relationships by building the department's first website and social media channels and generating timely press releases.
- Developed and implemented a Reserve Officer Program that reduced personnel expenditures by 20% and increased shift coverage by 50%.

EDUCATION

Bachelor of Science, Full Sail University | Digital Cinematography

- GPA 3.99 / Valedictorian

Associate of Science, College of Eastern Utah | Graphic Design