Tristan Basher

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PROFESSIONAL SUMMARY

Front-End Software Engineer with a focus on driving digital innovation through the development of scalable, high-performance web applications. Known for leading critical engineering projects, including the creation of intuitive, user-focused interfaces and advanced dashboards that empower data-driven decision-making. Adept at designing solutions that balance efficiency, user experience, and business goals in fast-paced, regulated environments. Expertise includes optimizing web performance, enhancing accessibility, and deploying cross-platform applications that deliver consistent and seamless experiences across devices. Demonstrated ability to collaborate with executive teams to execute technical strategies that support rapid growth and transformation.

CORE COMPETENCIES

- **Front-End Development:** HTML, CSS, JavaScript, React, Tailwind CSS, Bootstrap, Responsive Design, Cross-Browser Compatibility
- **UI/UX Design:** Figma, Adobe Suite, User-Centered Design, Wireframing, Prototyping
- **Data Visualization & Reporting:** PowerBI, Tableau, Python, Excel, Sheets
- **Collaboration & Tools:** Git, GitHub, Docker, Trello, Asana, Miro, Agile Methodologies
- **Back-End & E-Commerce Tools:** SQL, Liquid, Shopify, WordPress, SAP B1, Odoo, Snowflake, MySQL

EXPERIENCE

Hhemp.co   2022 - Present
SYSTEMS & SOFTWARE ENGINEER

Handpicked by the CEO and Founder to lead the company's digital transformation, reporting directly to executive leadership. Oversaw the architecture and deployment of scalable web systems, driving both e-commerce and data-driven decision-making initiatives. In a highly regulated consumer goods industry, aligned technology solutions with business objectives by developing platforms that streamlined operations, optimized product tracking, and enhanced customer engagement. Played a key role in improving system performance, scalability, and efficiency to support the company's rapid growth.

- **Architected and developed real-time data visualization dashboards,** leveraging large datasets and utilizing tools like **Python**, **Excel**, and **Tableau**. Designed scalable, multi-device compatible solutions that enabled real-time product tracking and improved executive decision-making through enhanced system performance.
- **Engineered and deployed six fully responsive e-commerce websites** for multiple brands, as well as a custom **wholesale platform** with integrated ERP and CRM systems. Streamlined operations by implementing backend functionalities for **sales automation**, invoicing, and transaction management, improving sales efficiency and scalability.
- **Designed and built robust data pipelines** for large-scale data harvesting and reporting, optimizing systems for **product tracking, sales analysis, and forecasting**. Developed custom data models to analyze customer purchasing behavior, and delivered these insights through automated reports for strategic decision-making by stakeholders.

- **Collaborated with UX and product teams to build a web-based product catalog**, applying **JavaScript** and **Tailwind CSS** to create dynamic, interactive interfaces. Enhanced user experience through thoughtful front-end engineering, improving both internal and external engagement.
- **Optimized web application performance by 25%** through the efficient use of **CSS** and **JavaScript**, reducing load times and enhancing the overall user interaction experience across devices. Applied performance tuning techniques to ensure speed and reliability.
- **Developed modular, reusable front-end components** using modern web development practices, focusing on scalability and maintainability. These components improved code efficiency, reduced technical debt, and facilitated faster deployment of new features across applications.

W Venture Capital
E-COMMERCE MANAGER   2021 – 2022

Appointed by the CEO to drive the company's e-commerce transformation, overseeing the redesign and optimization of its digital infrastructure. Led key initiatives that integrated critical systems, improved customer experiences, and supported seamless in-store and online transactions. Focused on developing scalable solutions that enhanced operational efficiency and positioned the brand for sustained growth in the competitive retail space.

- **Architected and led the redesign of the e-commerce platform**, utilizing **HTML, CSS, and JavaScript** to improve **UI/UX**. This redesign enhanced site responsiveness and user satisfaction, driving a **200% increase in online sales**.
- **Engineered the integration of new ERP and CRM systems**, collaborating with front-end developers to ensure seamless transitions and maintain a consistent, smooth user experience on the customer-facing platform.
- **Led the rollout and implementation of a new retail POS system**, deploying **Ingenico payment terminals** across all retail locations. Collaborated with credit processors and banks to ensure a **seamless transition with zero downtime**, optimizing in-store operations and payment processing efficiency.
- **Partnered with cross-functional teams** to develop a fully responsive, cross-browser compatible website, optimizing for **mobile performance** and improving overall customer engagement.
- **Designed and deployed web pages using Tailwind CSS**, adhering to branding standards and **UX best practices**, resulting in a cohesive and enhanced customer experience across all digital touchpoints.
- **Led A/B testing and data-driven optimization** of key design elements, resulting in higher conversion rates and improved user engagement by refining site layout and functionality.

RENAISSANCE LABS
CO-FOUNDER   2018 – 2021

Co-founded Renaissance Labs to provide consulting services in cutting-edge technologies like blockchain, Web3 and IoT devices. Directed the company's efforts in designing and deploying innovative tech solutions for major clients, including Fortune 500 companies. Drove initiatives that integrated blockchain and IoT systems into real-world applications, while also fostering a collaborative ecosystem for entrepreneurs and thought leaders through industry meetups and partnerships. Positioned Renaissance Labs as a pioneer in the Web3 and IoT spaces, delivering high-impact results and pushing the boundaries of digital transformation.

- **Co-led the development of a front-end interface** for an innovative **IoT system** at **Atlanta Hartsfield International Airport**, enabling users to engage with embedded QR codes using **JavaScript**, which dynamically generated sign-up links for the airport's rewards program.
- **Collaborated on the development and scope definition of a new customer claims system** built on **Hyperledger**, tokenizing the claims process to enhance transparency and immutability of data. Played a key role in outlining project objectives and technical specifications to ensure seamless integration of blockchain technology, providing greater accountability and trust in the claims process.
- **Led workshops and meetups** focused on **best practices in web technologies**, emphasizing user interaction, blockchain integration, and Web3 applications, fostering community engagement and knowledge sharing among industry leaders.

EDUCATION

BS, COMPUTER SCIENCE, Georgia Institute of Technology
NEUROSCIENCE & PEDIATRICS PROGRAM, Georgia State University
Open to relocation