Gordon B. Smith

UI Engineer | gordonbsmith.com

Summary

UI Engineer with nearly 20 years of experience building polished, responsive web and application interfaces for enterprise, B2B, and B2C clients. Most recently contracted through Infodat International to Cardinal Health, styling enterprise healthcare applications in Angular and converting designer files into production interfaces on a shared codebase. Specializes in Figma-to-code workflows, custom Angular & React UI, custom and headless WordPress, and AI-assisted development (Cursor, MCP, prompt engineering). Proven team and project leader who manages developers and stakeholders and delivers on time with clean handoffs.

Skills & Strengths

- **Front-end:** HTML5, CSS3 / SCSS, JavaScript, Angular, React, PHP, Git
- **Design:** Figma, Adobe XD, Adobe Creative Suite (After Effects, Premiere)
- **CMS:** WordPress (custom themes, ACF, headless), WooCommerce
- **AI Tools:** Cursor, MCP, prompt engineering, Figma AI, Adobe Firefly
- **Project Management:** Jira, DevOps, Wrike, Asana; client communication
- **Analytics & Integration:** Google Analytics, SEO, third-party API configuration

Experience

UI Developer | Project Manager

Infodat International | Houston, TX | 7 years 3 months

- *Contracted through Infodat to Cardinal Health, converting designer files into production-ready interfaces on a shared enterprise healthcare codebase for brands including Pfizer Dermatology, XelSource, and Abrilada, delivering CSS-only solutions under strict no-HTML-change constraints*
- *Styled the Sonexus application and its components directly in Angular, working in Git branches that front-end developers reviewed and merged*
- *Designed dashboards and apps in Figma and Adobe XD, including FleetAI for Hoover CS (alongside an on-site team), the Selltis website and dashboard, an HR Management Dashboard (Figma + Adobe Firefly), and the GetRider and GetDelivery mobile apps (Figma AI)*
- *Built custom WordPress themes with ACF and SCSS for Akeepo, Morphus Data, and the Infodat International corporate site*
- *Partnered with UX teams to improve user flows and supported developers through UI integration to ensure consistent, performant implementation*
- *Led projects end to end as Project Manager: defined scope and objectives with stakeholders, tracked plans and risks, reported status to executives, and delivered projects on time, within scope and budget*

Sr. Web Developer | Director of Multimedia

Design At Work | Houston, TX | 4 years 1 month

- *Led a team of 4 web developers and established the department's processes, manuals, policies, and best practices*
- *Built responsive WordPress and WooCommerce sites for small to mid-sized businesses, including the ASA Houston chapter, YakGear, and Magpies Gifts*
- *Delivered quarterly website reviews for each client (SEO, Google Analytics, AdWords) and managed site updates, eBlasts, and eNewsletters*
- *Produced motion graphics, tradeshow animations, and videos (After Effects, Premiere)*

Web Developer

Transformer Protector Corp. | Humble, TX | 9 months

- *Redesigned TPC's corporate website and ran SEO, Google AdWords, and monthly Google Analytics reporting to increase traffic, visitor quality, and conversions*

Web Developer

AdWhite LLC | Magnolia, TX | 8 months

- *Built small-business WordPress sites from PSD-to-HTML/CSS conversions, with SEO (Google Analytics, SEOMoz)*

Motion Graphics Artist - Contract

ConsultNet | Draper, UT | 1 year

- *Created motion graphics for McCann Erickson's Verizon Wireless and Verisign campaigns*

Project Manager | Developer | Flash Designer

HIT Web Design | Provo, UT | 5 years

- *Served as a Project Manager in a group of 10 overseeing 300+ active designers and developers; reviewed 80+ accounts daily to ensure fulfillment*
- *Helped the lead developer build and deploy HIT Designer, a website-builder platform that enabled 14,000+ clients to create and publish their own websites*

Education

- *B.S., Digital Media | Utah Valley University*
- *A.A.S., Visual Arts/Design Multimedia | Salt Lake Community College*

Additional

- *Volunteer Representative, Naga City, Philippines (2 years); learned and spoke Tagalog*
- *Eagle Scout by age 13, with 87 Merit Badges by age 18*