

AARON QUINN

Senior Frontend Engineer

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SUMMARY

I've been developing and designing digital products (websites and apps) for nearly 20 years. While engineering is my primary focus, I'm equally comfortable in many different areas including writing code (TypeScript, React, React Native, Node.js, PHP, Vue, CSS), strategizing about product, designing great user experiences, building out UI in Figma and even creating marketing funnels. What makes me unique is the confluence of all those skills. It's like having a cross-functional team compressed down into a single person.

EXPERIENCE

Senior Frontend Engineer

April 2012 – Present

RotoWire

My official title is currently Product Manager and I've also held the title of Marketing Director at times, but that doesn't accurately describe the scope of what I do. While engineering is my primary focus, I'm equally comfortable in many different areas including strategizing about product, building out UI in Figma, designing great user experiences and even creating marketing funnels.

- Helped develop and design three separate, large-scale website redesigns
- Played a key role in developing and designing two iOS/Android apps with React Native
- Created, developed, designed, and helped market multiple new product ideas generating millions in lifetime revenue
- Led the transition of key parts of the codebase from JavaScript to React + TypeScript
- Helped create and implement multiple design systems
- Built many projects from 0 to 1 -- starting from an idea and going all the way to launched products
- Integrated AI into daily workflows and utilized models from OpenAI and Anthropic
- Wrote algorithms for optimal fantasy football draft selections and real-time player prop recommendations
- Developed and designed a full-featured, custom article publishing CMS system for internal use
- Designed and developed unique data visualizations
- Handled technical SEO and technical marketing projects including implementing Google Tag Manager
- Wrote performant queries and API calls for high-traffic databases
- Authored product roadmaps and documentation while managing tasks in JIRA
- Managed a six-figure online advertising budget across Google, Bing, Meta, Twitter, Reddit, and Apple Ads
- Managed technical SEO efforts generating more than 40 million search clicks
- Handled Google Analytics and Amplitude tracking and reporting
- Designed, developed and chose metrics for a custom SaaS business reporting system used for revenue tracking
- Ran A/B tests to optimize the subscription funnel and increase new account creations

Web Developer

November 2007 – April 2012

National Motorists Association

Led full-stack web redesigns and digital marketing campaigns for a national organization. I held the title of Marketing Director at times but I was also the sole web developer, so I handled everything from coding to marketing strategy.

- Built a totally custom membership CRM
- Designed and developed self-serve advertising system from scratch
- Executed full website redesigns, including one that reached over 1 million monthly visitors
- Increased online ad revenue by 8x (up to 20x in a single year)
- Designed and developed a Wordpress blog and wrote daily content for the first year
- Increased revenue by 20% in one year through new layout and pricing strategies
- Increased overall web traffic by 5x and boosted search traffic by over 70% in six months via technical SEO campaigns

SKILLS

Development:	TypeScript, React, React Native, Next.js, Node.js, PHP, Vue, CSS, JavaScript, MSSQL, MYSQL, Postgres, Redis, Tailwind, Vite, Zustand, Web Performance
Design & Product:	Product Design, Figma, UI/UX Design, Design Systems, Data Visualization, Product Roadmapping
Marketing & Strategy:	SEO, Conversion Optimization, A/B Testing, PPC Advertising, Google Tag Manager, Google Analytics, Amplitude, PR Campaigns, Technical SEO
Artificial Intelligence:	Anthropic Models, Claude Code, Codex, Early Adopter, Custom AI Skills

EDUCATION

University of Wisconsin-Madison

2004

BBA, Marketing