

Gregg Ferris

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Senior Full-Stack Engineer & Creative Technologist with 20+ years of experience designing, building, and scaling high-performance web applications and digital experiences. Combines deep technical expertise with a strong foundation in graphic design and branding to create visually compelling, user-centered products. Proven track record of leading development initiatives, mentoring teams, and delivering business-critical solutions from concept through launch. Skilled in system architecture, cloud infrastructure, and performance optimization, with a focus on aligning technical execution, brand identity, and SEO strategy to drive engagement and visibility.

Technical & Creative Skills

- **Development:** PHP, JavaScript, HTML, CSS, Laravel, React, Vue
- **Design & Branding:** Visual identity systems, UI/UX design, typography, layout, brand consistency, design-to-code implementation
- **Design Tools:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- **Cloud & DevOps:** AWS (EC2, S3, RDS), Docker, Kubernetes
- **Databases:** MySQL, SQLite, HeidiSQL
- **Architecture:** REST APIs, MVC patterns, scalable system design
- **SEO & Performance:** Technical SEO, Core Web Vitals optimization, structured data (Schema.org), site speed, crawlability, indexing strategies
- **Other:** CI/CD, web security (XSS, SQL injection prevention), cross-functional collaboration

Professional Experience

Senior Software Engineer

Trader Interactive — Virginia Beach, VA

Oct 2020 – Present

- Lead architecture, development, and deployment of scalable, brand-driven web platforms in high-traffic environments.
- Own the full application lifecycle, integrating design systems and branding into scalable technical solutions.
- Champion best practices across engineering and front-end design, ensuring consistency in performance, accessibility, and brand presentation.
- Enhance Core Web Vitals (LCP, CLS, INP) through performance optimization, CDN strategy, and efficient asset delivery without compromising visual quality.
- Partner with marketing, design, and SEO teams to implement cohesive brand experiences and technical SEO initiatives (structured data, sitemaps, canonicalization).
- Improve site architecture and UI patterns to strengthen both user experience and search visibility.
- Identify and resolve performance bottlenecks, boosting page speed and organic traffic.
- Mentor developers in both technical execution and design-aware thinking.

- Collaborate cross-functionally to deliver solutions aligned with business goals, brand identity, and user needs.
- Implement secure coding practices to protect applications from vulnerabilities.
- Influence product direction by aligning engineering, branding, and SEO strategies.

Full Stack Engineer

Streamline Media — Olean, NY

Jun 2016 – Sep 2020

- Led development of e-commerce platforms with a strong emphasis on branding, usability, and performance.
- Built visually engaging, SEO-friendly front-end applications using React, Gatsby, and Next.js (SSR/SSG).
- Translated design mockups and brand guidelines into high-quality, responsive interfaces.
- Developed RESTful APIs to support complex integrations and business logic.
- Applied on-page SEO and UX best practices, including semantic HTML, accessibility, and metadata strategy.
- Improved search performance through optimization techniques like image compression, code splitting, and performance tuning.
- Integrated analytics and SEO tools to measure user engagement and brand impact.
- Established code standards and CI workflows to ensure quality and consistency.
- Mentored junior developers in both development and design principles.

Full Stack Developer / Web Designer

Technology Solutions Group — The Villages, FL

Jan 2011 – Jun 2016

- Delivered end-to-end web solutions blending development, graphic design, and branding.
- Designed and developed secure, scalable websites with strong UI/UX and visual identity alignment.
- Created brand-consistent layouts, graphics, and user interfaces optimized for engagement and conversion.
- Applied SEO fundamentals including keyword structuring, metadata, and mobile-first design.
- Troubleshoot and resolved production issues to improve reliability and performance.
- Maintained technical documentation and design standards.
- Supported team growth through mentorship and collaborative design-development workflows.

Certifications

- OWASP Security Training
- Security Awareness
- Security & Privacy Awareness Training

Education

Bachelor of Science in Computer Science

Art Institute of Pittsburgh — Pittsburgh, PA