

BRENT OGDEN

Front-End Developer | UI/UX Engineer

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PROFESSIONAL SUMMARY

UI/UX-focused Frontend Web Developer with 12+ years of experience building responsive, accessible, and performance-focused web applications, CMS-driven websites, and scalable UI systems across enterprise and client environments. Skilled in React, JavaScript, TypeScript, HTML, CSS, Sass, Bootstrap, WordPress, Adobe Experience Manager, Shopify, Python automation, and modern frontend tooling. Strong background translating business requirements into polished digital experiences, improving performance, and streamlining workflows through reusable components, automation, and process optimization. Experienced in AI model training and evaluation workflows, with a practical ability to bridge frontend engineering, UI/UX quality, and emerging AI-driven development processes.

CORE SKILLS

Frontend Engineering: React, JavaScript, HTML5, CSS3, Responsive & Mobile-First Development, UI Development/design, Front-End Architecture

Styling & UI Systems: Sass / SCSS, Bootstrap, Tailwind CSS, Accessibility-Aware Interfaces, Performance-Focused Layouts

AI, Automation & Data Workflows: AI Model Training and Evaluation, OCR Workflows, Language Model Workflows, Python Automation, REST API Consumption

Modern Tooling: Vite, Git, GitHub, NPM, Component-Based Development, Reusable UI Systems, Cross-Browser Debugging

CMS & Ecommerce: WordPress, Adobe Experience Manager (AEM), Shopify Theme & Component Development, CMS-Driven Page Builds, Reusable Templates

Collaboration: Figma Collaboration, Agile Methodologies, QA & Testing, Stakeholder Communication, Technical Documentation

PROFESSIONAL EXPERIENCE

Freelance Web Developer | UI/UX Engineer

Nov 2023 - Present

Independent / Mercor.io — Broomfield, CO

- Design and deliver responsive front-end applications and marketing sites using React, HTML, CSS, and JavaScript with a focus on usability, performance, and maintainability.
- Develop custom Shopify components, templates, landing pages, collection pages, and reusable content sections to support merchandising and conversion goals.
- Implement CMS-driven pages and reusable UI components, reducing future development effort by 30%.
- Training large AI language models for the largest stakeholders, bridging gaps in effectiveness and output to improve AI responses.
- Construct and analyze complex prompts to test LLM effectiveness and understanding, rating and optimizing outputs to achieve optimum results
- Collaborate directly with stakeholders to translate business goals and content requirements into scalable front-end solutions.

Senior Software Engineer

Oct 2022 - Nov 2023

DISH Network — Littleton, CO

- Designed and delivered Python-based automation and machine learning workflows using OCR and language models, reducing manual processing effort by 50%.
- Improved internal system response times by approximately 15% through workflow optimization and targeted refactoring.
- Built internal tooling that increased legal and operations team throughput while reducing error rates.
- Earned a Quarterly Innovation Award for delivering high-impact automation solutions.
- Partnered with legal, product, and engineering teams to deploy scalable internal tools aligned to business operations.
- Deployed a Python-based desktop application for MacOS and Windows, leveraging OCR, scripting, UI and ML to process and rename hundreds of legal documents at once optimizing Legal team organizational efficiency by 80%

Configuration Analyst

Jan 2020 - Sep 2022

Welltok / Virgin Pulse — Denver, CO

- Served as primary SME for our configuration software supporting 15-20 concurrent client initiatives.
- Developed 30+ Python automation scripts that reduced configuration workflow man hours by 25-50%.
- Led adoption and optimization of the team's Airtable workflows, improving team visibility and reducing handoff delays by 30%.
- Refactored 60+ marketing pages to support enterprise rebranding with zero production regressions.
- Primary point of contact for all cross-functional teams – including Business Analysts, Service Delivery Managers, clients, and system architects and principal trainer for Airtable and configuration software

Associate Configuration Analyst

Oct 2018 - Jan 2020

Welltok — Denver, CO

- Configured and deployed 100+ marketing components across 30+ client programs.
- Reduced campaign setup errors by 20% through improved validation practices and process documentation.
- Built an internal training website, reducing onboarding time for new team members by 30%.
- Designed and developed responsive landing pages, email templates and promotional items for our large portfolio of clients

Web Developer

Apr 2015 - Dec 2017

First Data Corporation — Greenwood Village, CO

- Developed and maintained hundreds of CMS-driven websites using HTML5, Handlebars, Bootstrap, PHP, Sass, and Adobe Experience Manager.
- Reduced average page load times by approximately 30% through asset optimization, code cleanup, and front-end refactoring.
- Migrated legacy PHP sites to a static AWS-hosted architecture, lowering maintenance overhead and improving scalability.
- Supported localization and content delivery for 30+ international markets.
- Worked cross-functionally across various departments including Creative, Vendors, Hosting, DevOps and directly with the client to architect and deploy pixel-perfect web applications and maintain brand visibility and authenticity.

Associate Web Program Manager

Mar 2013 - Apr 2015

First Data Corporation — Greenwood Village, CO

- Administered BoldChat integrations across hundreds of enterprise websites and supported web operations for marketing teams.
- Managed Brightcove video content supporting dozens of marketing campaigns annually.
- Served as Workfront administrator, reducing ad-hoc requests by 25% through improved intake and workflow structure.
- Assisted the Web Team in the creation and deployment of partner landing pages across our WordPress, AEM and static site portfolio

Quality Assurance Lead / Production Coordinator

Dec 2005 - Mar 2013

National Cinemedia — Centennial, CO

- Led QA for 7 websites, 2 mobile applications, and a SharePoint platform, implementing regression testing processes that reduced production defects by approximately 30%.
- Managed production workflows for 300-800 advertising assets per week and built MS Access reporting tools used by leadership to track operational throughput.
- Audited and prioritized bug reports, application logs, and App Store feedback to improve and expand application and website functionality, accessibility and performance

EDUCATION

Bachelor of Science, Business Administration - Information Systems

University of Colorado Boulder