

Howdy, I'm Brian Travers.



A full-stack developer with 12+ years of experience building accessible, responsive, maintainable web applications. I combine a graphic-design background with strong front-end skills.

Work History

Notorious111 (previously HZ) 2022-2026

Developer. Built and maintained CMS-driven web applications for brands using modern front-end frameworks. Frequent collaboration with strategy, design, and development teams while owning complex features, API integrations, and long-term platform improvements.

- 🔗 Drove **\$2M+ in incremental revenue** in first year for Kawasaki Engines USA by collaborating on a data-driven A/B testing program.
- 🔗 Achieved a **12.5% conversion rate** (outperforming the 3% industry benchmark) while in the role of the technical lead for the project.
- 🔗 Built products within **highly regulated sectors**, including healthcare (Inova) and real estate (Engel & Völkers), adhering to strict compliance and within large API-driven integrations.
- 🔗 Accelerated the development cycles and improved testing across Vue, React, and Astro projects through **integrating AI workflows** (Cursor/Claude).

88 Brand Partners 2014-2022

Senior Developer. Built large CMS-driven sites, landing pages, interactive experiences, dashboards, internal tools, and digital advertising for clients across multiple industries. Contributed to backend maintenance while also serving as the agency's motion graphics lead.

Promotional Products Partners 2005-2014

Graphic Designer. Ran the entire creative department of the company. Expanded the digital offerings, which sparked my interest in pivoting to web development and digital.

Education

Saint Mary's University of Minnesota 2000-2004

Bachelor Of Arts in Graphic Design

More

See Select Work:  btravs.com

 codepen.io/btravs

 github.com/btravsdev

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Core Skills

  HTML
  CSS / SCSS
  Javascript / Typescript
 SVG

CMS

  Sanity
 Contentful
 Wordpress
 PHP (& Laravel)
 Squarespace

Recent Frameworks

  React / Next.js (SSR & SSG)
  Vue / Nuxt
 Astro

Developer Tools

  Git
 Figma
 Cursor AI
 Claude Code

Additional Skills

  HTML Email Development
  Display Advertising
 Motion Graphics
 After Effects
 Adobe Illustrator

Select Client Experience

