

# Dan Holloran

## Senior Frontend & Fullstack Developer

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### // SUMMARY

Dynamic Senior Frontend & Fullstack Developer with **14+ years** of experience building responsive, performant web applications and leading engineering teams. Proven track record of reducing load times, improving user engagement, and directing cross-functional teams of 10+ developers. Equally comfortable owning complex frontend architecture with Vue.js and React, diving into fullstack work with Laravel and PHP, or stepping into an engineering leadership role. Looking to bring deep technical expertise and a collaborative leadership style to an innovative startup or mid-sized product team — remotely.

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### // EXPERIENCE

#### Senior Fullstack Developer

Sep 2025 – Present · Ample · ample.co · Cincinnati, OH

- Architected and maintain crossroads.net, driving ongoing performance improvements and reducing technical debt across a modern JavaScript stack
- Collaborate cross-functionally with designers, translating product requirements into polished frontend experience
- Lead pair programming sessions and code reviews to elevate team code quality and accelerate junior developer growth
- Evaluate and integrate emerging AI tools and workflows to accelerate feature development cycles and improve overall team efficiency

[React.js](#) · [Next.js](#) · [Gatsby](#) · [Node.js](#) · [Javascript](#) · [GraphQL](#) · [Jamstack](#) · [Mentorship](#) · [Architecture](#) · [Ruby](#) · [HTML](#) · [CSS](#) · [REST APIs](#) · [Jest](#) · [Cypress](#)

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#### Career Sabbatical

Mar 2025 – Sep 2025 · Life · United States

- Position was eliminated; used this time as a career sabbatical to travel, recharge, and return with a fresh perspective and renewed focus.

[Photography](#)

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#### Senior Frontend Developer

Mar 2021 – Mar 2025 · Tradier · tradier.com · Charlotte, NC

- Redesigned frontend platform architecture, achieving a **25%** improvement in load times and a measurable lift in user engagement metrics
- Built dynamic, high-performance single-page applications using Vue, Nuxt, and Tailwind CSS, reducing bounce rates by **10%**
- Mentored 2 junior developers through structured code reviews and pair programming, fostering a culture of continuous learning and shared ownership
- Partnered closely with UX/UI designers to translate wireframes into polished, responsive web applications, boosting overall user experience

[Vue.js](#) · [Tailwind.css](#) · [Jamstack](#) · [Vite](#) · [Vitest](#) · [Javascript](#) · [Node.js](#) · [GraphQL](#) · [REST APIs](#) · [Leadership](#) · [Mentorship](#) · [Architecture](#) · [Ruby](#) · [HTML](#) · [CSS](#) · [Nuxt](#) · [Jest](#) · [Cypress](#)

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## Senior Fullstack Developer / Lead Developer

Oct 2019 – Mar 2021 · Ample · ample.co · Cincinnati, OH

- Assisted a key client in transitioning to online services during COVID-19, resulting in a **35%** increase in web property usage virtually overnight
- Directed engineering operations for a team of 10 developers, owning technical decision-making, roadmap prioritization, and cross-team collaboration
- Implemented agile methodologies that streamlined development workflows, resulting in a **20%** increase in project delivery speed
- Oversaw architecture and implementation of complex web applications using React and Gatsby, improving both user experience and system performance
- Championed career development initiatives across the team, creating targeted growth plans that helped engineers build new technical skills and advance their careers

[React.js](#) · [Next.js](#) · [Gatsby](#) · [Node.js](#) · [Javascript](#) · [GraphQL](#) · [Jamstack](#) · [Leadership](#) · [Mentorship](#) · [Architecture](#) · [Ruby](#) · [HTML](#) · [CSS](#) · [REST APIs](#) · [Jest](#) · [Cypress](#)

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## Full Stack Developer / Lead Developer

Nov 2012 – Oct 2019 · Matchbox Design Group · matchboxdesigngroup.com · St. Louis, MO

- Optimized website performance across **50+ client** projects, achieving 90+ scores on Google PageSpeed Insights and reducing average bounce rates by **25%**
- Integrated AS400 inventory systems to automate real-time product updates, eliminating manual processes and reliably meeting complex client data requirements
- Led cross-functional teams in the planning and execution of strategic web initiatives, delivering a **15%** increase in project efficiency
- Built intuitive, user-friendly websites using WordPress, Laravel, Vue, and PHP, successfully delivering **50+ projects** on time and within scope
- Established streamlined client communication workflows that reduced friction, improved collaboration, and cut launch times by **15%**

[Vue.js](#) · [Tailwind.css](#) · [Laravel](#) · [WordPress](#) · [Architecture](#) · [Leadership](#) · [Mentorship](#) · [Javascript](#) · [Node.js](#) · [PHP](#) · [MySQL](#) · [PostgreSQL](#) · [CSS](#) · [HTML](#) · [Redis](#) · [REST APIs](#) · [Sass](#) · [Statamic](#) · [Cypress](#) · [Jest](#)

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## // EDUCATION

### Bachelor of Science in Web Design and Development

Full Sail University · Winter Park, FL · Nov 2009 – Mar 2012

[Javascript](#) · [PHP](#) · [HTML](#) · [CSS](#) · [ActionScript 3](#)