

Brian English

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SUMMARY

Senior Full-Stack Engineer with 15+ years of experience engineering high-performance web ecosystems. Specialist in bridging the gap between pixel-perfect UI/UX and robust technical architecture, with advanced expertise in AI-driven development and intelligent automation. Proven track record of leading massive migrations, automating complex business logic with LLMs, and delivering scalable enterprise solutions for brands like Exxon Mobil and P&G. A highly capable engineer, demonstrated ability to function as a sole architect, designer, and deployer of high-conversion platforms from zero to production.

CORE COMPETENCIES

- **AI & Automation:** LLM Implementation (OpenAI/Claude/Gemini/xAI), AI-Powered Chatbots, Intelligent Workflow Automation, Prompt Engineering.
- **Full-Stack Development:** PHP (WordPress/Multisite), .NET Core (MVC), JavaScript (React/jQuery), SQL/MongoDB.
- **UI/UX & Design:** Adobe Creative Suite (15+ years), Figma, Responsive Frameworks, Design-to-Code Orchestration.
- **Infrastructure & DevOps:** Kinsta Enterprise Hosting, WP-CLI, GitHub CI/CD Workflows, API Strategy & Integration (Yardi/RentCafe/Funnel).

EXPERIENCE

Senior Web Developer - The Connor Group | 10510 N Springboro Pike, Miamisburg, OH | May 2023 – Jan 2026

- **AI-Native Engagement:** Engineered custom AI-powered chatbot systems to revolutionize resident engagement and automate customer service workflows for executive leadership.
- **Massive Infrastructure Migration:** Spearheaded the redesign and migration of 50+ property websites into a standalone WordPress multisite network (20-40 pages each), compressing a year-long project into a 3-month technical sprint as the sole lead handling UI/UX, visual design, and deployment.
- **Intelligent Lead Generation:** Developed and maintained dual CRM API integrations with Yardi/RentCafe and Funneleasing.com, including custom authentication, tour

scheduling, and real-time availability; directed a zero-downtime portfolio migration from Funnel to Yardi.

- **Security Orchestration:** Built a sophisticated bot detection and form security system using behavioral analysis (honeypot fields, fill-time analysis, mouse movement tracking, and IP logging) to ensure high-integrity lead quality.
- **Enterprise Scaling:** Managed Kinsta hosting infrastructure (32GB RAM, 64 PHP threads) serving 1M+ monthly visits with an automated Google Cloud backup strategy and WP-CLI for bulk network operations.
- **Full-Stack Architecture:** Designed custom floorplan configurators integrated with MongoDB, featuring dynamic pricing, fee calculations, and mobile-responsive JavaScript frameworks.
- **Marketing Attribution Systems:** Implemented a UTM tracking system with localStorage persistence and dynamic number insertion (DNI) to facilitate multi-channel attribution across GMB, Facebook, and paid media.
- **Technical Leadership:** Led a team of 3 developers and coordinated with external agency partners to establish code quality standards and GitHub version control workflows (branching/deployment).
- **Dynamic Content Engineering:** Architected custom Divi child themes with Advanced Custom Fields (ACF), apartment-specific schema markup, and automated XML feeds for syndication to Apartments.com and Zillow.

Development Team Lead - Hyperdrive Interactive | 9737 Loveland Madeira Rd, Loveland, OH | Dec 2014 - May 2023

- **Cross-Functional Execution:** Translated complex business requirements into high-fidelity wireframes, storyboards, and process flows for enterprise clients.
- **Full-Stack Engineering:** Architected and deployed end-to-end web solutions utilizing .NET Core (MVC), classic .NET, WordPress, and custom PHP environments.
- **Tech Stack Optimization:** Streamlined development workflows using SCSS, Less, Gulp, Node, JavaScript, jQuery, and GitHub for version control.
- **CMS Mastery:** Engineered custom builds and integrations across multiple CMS platforms including WordPress, Umbraco, BigCommerce, Drupal, Joomla, and WooCommerce.
- **Interactive Development:** Developed custom HTML5/Canvas interactive games and responsive, high-converting email marketing campaigns.

Production Designer - Barefoot Proximity | 700 W Pete Rose Way, Cincinnati, OH | Jun 2012 - Aug 2014

- **UI/UX Engineering:** Designed intuitive user interfaces for enterprise web applications, heavily utilizing user flow diagrams and behavioral data to optimize conversion paths.

- **Cross-Medium Delivery:** Executed design assets across a variety of mediums—including print, web, and video—to fulfill comprehensive brand strategies.

Interactive Designer - Excellence in Motivation | Apr 2011 - May 2012

- **Requirements Translation:** Converted high-level business logic into actionable wireframes, mockups, and interactive prototypes.
- **Interface Design:** Orchestrated the visual design and layout for diverse digital applications, ensuring brand consistency and usability.

Web Designer - LPK | 19 Garfield Pl, Cincinnati, OH | Apr 2011 - May 2012

- **Digital Execution:** Maintained and developed graphical assets and web-based solutions utilizing HTML, PHP, XML, CSS, and Flash.
- **Enterprise Consulting:** Acted as an internal consultant for hardware and software procurement strategies.
- **Brand-Level Projects:** Delivered digital campaigns and web platforms for tier-one global clients, including Pampers and Swiffer.

EDUCATION

University of Cincinnati | 2600 Clifton Ave, Cincinnati, OH | Graduated 2010 B.S. in Information Technology, Digital Design and Web Development