Logan Nickleson

I've spent the last 10+ years building delightful digital experiences with code and creativity. In my time at Fullstory and Mars, I developed my eye for design and deep expertise in using animation and interactivity to bring the web to life. Meanwhile, solo projects and freelance gigs have given me a systems mindset and taught me to work cross-functionally, take ownership, and solve complex problems.

Senior UX Engineer
Fullstory | June 2022 - Present

- Co-led development of fullstory.com with a focus on front-end polish
- Owned web animation and interactive features, including immersive, gamified experiences
- Built component library to accelerate development and maintain visual consistency
- Developed prototypes to augment design exploration, concepting, and iteration
- Implemented site-wide re-brand, meeting tight deadlines and stakeholder expectations
- Tackled technical SEO issues to 2x Lighthouse performance scores
- Configured CMS for self-serve authoring and supported A/B testing
- Promoted to senior level during tenure

Software Engineer
Mars | January 2020 - June 2022

- Served as a bridge between dev and design to build digital tools for over 350k users
- Developed an interactive calculator and a real-time data visualization with D3.js
- Identified technical SEO fix that grew traffic by 15k visits within a month
- Worked with design lead to refactor site experience and user interface
- Restructured website information architecture based on A/B test findings
- Rebuilt blog from the ground up following a design system update
- Transitioned to software engineering from content strategy during tenure

Web Designer & Developer
Polymath Digital (self-employed) | September 2015 - Present

- Built musicformakers.com, a royalty-free music site serving thousands of users
  - Engineered custom audio player UI with fun micro-interaction SVG animations
  - Created a reactive music visualizer using HTML5 Canvas
- Created real-time browser games with WebGL, JavaScript, and WebSockets
- Designed and animated SVG visuals for freelance clients

`HTML` `CSS / SCSS` `JavaScript` `React` `Three.js` `GSAP` `Matter.js` `Phaser`

`Svelte` `Canvas` `SVG` `Figma` `GraphQL` `Gatsby` `Contentful` `Git / Github`