

Peter Edwards

Front-End Developer / Senior UI Engineer

Caldwell, NJ

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[LinkedIn](#) | [Portfolio](#)

Professional Summary

Front-End Developer with **15+ years of experience** building **scalable, high-performance web applications** and enterprise websites. Expert in **React, Next.js, TypeScript**, and modern JavaScript frameworks, with deep experience across **CMS platforms (Sitecore, WordPress, Shopify, Drupal)**. Proven success improving **accessibility (WCAG), SEO, performance, and conversion rates** for global brands and government organizations. Strong collaborator with design, QA, and product teams.

Technical Skills

Front-End & Web

React, Next.js, JavaScript (ES6+), TypeScript, HTML5, CSS3, SASS, Node.js, PHP, JSON, REST APIs

Testing & QA

Cypress, Automated Testing, Manual QA, Regression Testing

CMS & Platforms

Sitecore, WordPress, Shopify, Drupal, Adobe Experience Manager

Design & UX

Figma, Adobe Photoshop, Illustrator, Premiere, After Effects, Miro

Analytics & Optimization

Google Analytics (Certified), A/B Testing, SEO Optimization, Performance Audits

Version Control & Tools

Git, GitHub, CI/CD workflows

Professional Experience

M&M Mars — Web Developer / UX Designer

Oct 2024 – Jan 2026

- Developed and maintained **global brand websites** using **React, TypeScript, and Sitecore**
 - Managed large-scale web updates through **ServiceNow**, supporting international stakeholders
 - Built and consumed **REST API integrations** for product-driven websites
 - Led **compliance audits** for accessibility, cookie consent, and privacy regulations
 - Implemented and reviewed **third-party cookie and consent management solutions**
 - Supported and maintained sites across **WordPress, Shopify, Sitecore, and Drupal**
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Silverstein Properties / Inspire Labs — Web / App Developer

Jan 2022 – Aug 2024

- Built and maintained **React and Next.js applications** for residential and commercial properties
 - Contributed to front-end development of the **Inspire Your Day mobile app**
 - Implemented **TypeScript-based UI components** and reusable design systems
 - Integrated **Google Analytics** and executed **A/B tests** to improve engagement and conversions
 - Developed and maintained **automated QA pipelines using Cypress**
 - Collaborated with cross-functional teams to ensure code quality and UX consistency
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Government Accountability Office (GAO) / Salient CRGT — Web Developer

Jan 2020 – Dec 2021

- Developed and maintained **federal government websites** compliant with **accessibility (WCAG / Section 508) standards**
 - Converted complex documents into **semantic, accessible HTML**
 - Performed content QA, accessibility reviews, and cross-browser testing
 - Supported **podcast publishing, email campaigns, and content workflows**
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Freelance Web Developer

Aug 2017 – Dec 2019

- Designed and developed **React and Next.js websites** for small and mid-size clients

- Built **e-commerce applications** with payment gateway integrations
 - Implemented **SEO strategies** improving organic traffic and visibility
 - Delivered ongoing support, performance optimization, and HTML email campaigns
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New York Times — Web Developer / Marketing Video Editor

Feb 2016 – Jul 2017

- Developed **rich media advertising units** and internal newsletters
 - Executed **A/B testing** to optimize campaign performance
 - Supported **live streaming events** and video production workflows
 - Edited marketing videos to improve engagement and brand consistency
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Contract Web Developer

Aug 2010 – Jan 2016

- Managed websites and large-scale **email marketing campaigns**
 - Led front-end development efforts including **UX/UI, analytics, SEO, and localization**
 - Maintained CMS platforms, domains, and web infrastructure
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Education

Bachelor of Arts — Interactive Digital Design

Quinnipiac University, Hamden, CT

Focus: Web Design, Motion Graphics, Digital Media, Scripting, 3D Animation