SHAWN BOROOMAND

SENIOR FRONTEND DEVELOPER & UI DESIGNER

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Senior Frontend Developer & UI Designer with over 20 years of experience creating fast, responsive, and marketing-driven web experiences for major brands. Blends strong visual design skills (Figma, Photoshop, Illustrator) with hands-on frontend expertise (HTML5, CSS, JS, CMS, React, Canvas, WebAR) and extensive email/Salesforce background to turn campaign ideas into clean, consistent, and high-performing digital products that drive engagement and conversions.

CORE COMPETENCIES & TOOLS

FRONTEND & ENGINEERING

HTML5, CSS3, SASS/LESS, JavaScript (ES6+), Drupal, React/Redux, TypeScript, Canvas, PHP, Ruby on Rails, WordPress

UI/UX & DESIGN TOOLS

Figma, Adobe Creative Suite (Photoshop, Illustrator), Sketch, Atomic Design, UI Storybook, Wireframing & Rapid Prototyping

MARKETING & PLATFORMS

Salesforce Development, High-Volume Email Development (Newsletters, Banners), WebAR (Meta/Snapchat filters), W3C Standards

WORKFLOW & METHODS

AI Coding Agents & Workflows (Claude AI, Cursor, ChatGPT, GitHub Copilot), AI-Assisted Web Development, Git/GitHub, SourceTree, Jira, Slack, Trello, Lighthouse Auditing, Agile/Scrum

PROFESSIONAL EXPERIENCE

Warner Bros. Discovery Culver City, CA — **Jun 2026 – Present**

Senior Frontend Developer / UI Designer

- **Cross-Functional Collaboration:** Partner with the Full Stack Design & Development team and project managers to support content management landing pages for HBO and HBOMax.
- **CMS & Web Development:** Design and build custom landing pages for new show launches within Drupal, ensuring responsive performance and visual consistency.
- **UI/UX Design Comps:** Create high-fidelity design comps, visual layouts, and digital assets using Figma and Photoshop.
- **Stakeholder QA & Deployment:** Collaborate closely with stakeholders and project teams to conduct rigorous QA testing and execute flawless project releases.

Hulu / Disney Santa Monica, CA — **Mar 2020 – Aug 2025**

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- **B2B Web Platforms:** Engineered pixel-perfect, responsive microsites and core features for B2B Hulu Advertising and Press platforms using React, Canvas, SASS, and cross-browser JS.
- **AR Brand Campaigns:** Designed and deployed augmented reality (AR) interactive filters for Facebook, Instagram, and Snapchat, driving elevated viewer engagement.
- **Marketing Operations:** Developed and QA'd all high-volume B2B HTML email campaigns and interactive newsletter templates in an Agile environment.

MedMen Culver City, CA — **Mar 2018 – Sep 2019**

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- **Brand E-Commerce Design:** Oversaw visual UI and responsive web development for core company brands (Statemade, LuxLyte, MedMen) using Figma, Photoshop, and CSS3/SASS.
- **Application Development:** Co-created MedMen Delivery and Rewards microsites with product engineering teams.
- **Design Systems:** Built React web applications using JSX, Styled Components, UI Storybook, and Atomic Design Methodology.

PROFESSIONAL EXPERIENCE (CONTINUED)

Soothe, Inc Hollywood, CA — **Oct 2016 – Mar 2018**

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- **Landing Page Infrastructure:** Built high-converting responsive web and mobile promo landing pages utilizing HTML, SASS, jQuery, and Ruby on Rails.
- **CMS & Marketing:** Developed custom WordPress templates with custom post types and PHP; designed and executed high-performing email templates and homepage UI updates.

TigerConnect Santa Monica, CA — **Sep 2012 – Jul 2016**

Frontend Developer

- **Agile Cross-Functional Development:** Collaborated within an Agile environment alongside product managers, back-end engineers, and QA teams to design and build dynamic web, mobile, splash, and promotional pages.
- **Native-App UI Motion:** Built CSS3 animated text, interactive buttons, and modular components engineered to mimic a seamless native app experience on the web.

Napster West Hollywood, CA — **Jan 2009 – Dec 2011**

Frontend Developer

- **Conversion Engineering:** Integrated consumer web flows, registration pipelines, and subscription upgrade/purchase funnels using HTML, CSS3, and JavaScript.
- **Email Marketing:** Designed and built customer acquisition emails and recurring newsletter templates.

iHomeowners, Inc Calabasas, CA — **Jul 2002 – Aug 2007**

Senior Designer / Front-End Developer

- **National Ad Campaigns:** Created national advertising campaigns for branded products including E-Loan, Ditech, LendingTree, and more.
- **Digital Production:** Designed hundreds of creative assets including Flash ads, animated banners, HTML emails, and unique web microsites using HTML, CSS, and JavaScript.
- **Copywriting & Collaboration:** Collaborated with Marketing Director to create compelling copy for banner ads and digital channels.

Liquid Advertising Santa Monica, CA — **Aug 2001 – May 2002**

Flash Designer / Frontend Developer

- **Ad Campaigns & Interactive Media:** Developed online advertising campaigns for national clients, creating dynamic HTML web pages, Flash ads, animated banners, splash pages, and custom promotional emails.
- **Cross-Browser QA:** Rigorously tested creative assets for multi-resolution compatibility and functional performance across various browsers.

Razorfish Venice, CA — **Jun 1999 – Jul 2001**

Frontend Developer / UI Designer

- **Full-Lifecycle Web Production:** Responsible for start-to-finish conception, design, and production of high-profile websites, direct marketing pieces, HTML emails, and corporate identity assets.
- **Frontend Leadership:** Led the creative team in frontend development and standards using HTML, DHTML, and CSS, authoring comprehensive brand style guidelines.

PORTFOLIO & REFERENCES

INTERACTIVE PORTFOLIO

Explore live builds, UI designs, and digital campaigns at **www.madpixel.com**

PROFESSIONAL REFERENCES

Available upon request.