

Connor Byram | Senior Frontend Engineer

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SKILLS

Technical: HTML | CSS | JavaScript | React | Vue | Webflow | Hubspot CMS | Shopify | Wordpress | Figma

Soft: Collaboration | Communication | Curiosity | Problem-Solving | Quick Learner | Attention to Detail

PROFESSIONAL EXPERIENCE

Virtru

June 2023 - Present

Senior Frontend Engineer I (July 2025 - Present)

- Own engineering for virtru.com across SMB, enterprise, and federal audiences
- Build and maintain a scalable CMS component + template system enabling rapid campaign launches while keeping brand, a11y, and performance standards consistent
- Implement technical SEO + GEO/AEO foundations: semantic HTML patterns, indexability controls, internal linking strategy, and structured data (Schema.org/JSON-LD) to improve interpretation by search and AI answer engines
- Improve Core Web Vitals and runtime performance through asset strategy, component optimization, and measured monitoring.

Frontend Developer | (June 2023 - July 2025)

- Awarded Marketing MVP 2024
- Spearhead the development and management of the company's website, ensuring a seamless user experience for the 450k+ monthly website visitors
- Integrate third-party applications to enhance site functionality, data quality, and sales support
- Prioritize performance optimization techniques, resulting in improved website speed and responsiveness
- Meet accessibility standards, implementing features and functionalities that adhere to accessibility guidelines, providing an inclusive user experience for diverse audiences.
- Lead technical SEO strategies, optimizing website content and structure to improve search engine ranking.

BYRM Design

Oct 2020 - Present

Founder | Web Developer & Web Designer

- Consult with clients on early design iterations to design, develop, and maintain websites for portfolio of clients utilizing technologies like HTML, CSS, JavaScript, Webflow, and Wordpress
 - (e.g.) Designed and created a new sales platform for [Skytron](#) that informed new product training and sales strategy for a network of over 50 companies and 200 technical sales consultants
- Build rich, scalable CMS structures and design templates for hundreds of products, utilizing tools like Webflow and Photoshop. (e.g.) [Pic 1 Medical](#)
- Maximize SEO by optimizing WCAG compliance, website load times, mobile-responsiveness, keywords, html hierarchy, and indexing, increasing monthly new users by 150% for [Cirrus Medical Tech](#)

Bean LA

April 2023 - June 2023

Software Developer

- Develop responsive and user-friendly websites using Vue, Nuxt, Sanity CMS, HTML, Javascript, and CSS to meet client requirements and improve user experience.
- Collaborated with the design team to translate Figma mockups into functional web interfaces, ensuring pixel-perfect implementation and consistency across different browsers and devices.

Innovative Medical Systems

Jan 2020 - Jan 2023

Web Designer & Webflow Developer

- Launched an app to standardize product portfolio presentation, product training, and trade-show strategy
- Led website redesign and build, including a CMS structure of over 300 products.
- Improved SEO by optimizing WCAG compliance, website load times, mobile-responsiveness, keywords, html hierarchy, and indexing, increasing monthly users by over 300%.

EDUCATION

General Assembly, *Software Engineering Certificate*

Northern Arizona University, *BA Psychological Sciences*