

WILL SAUNDERS

SENIOR FRONT-END DEVELOPER | REACT • TYPESCRIPT • NEXT.JS • CMS • E-COMMERCE

(407) 925-8049 | willsaunders1014@gmail.com | iamwillsaunders.com | Los Angeles, CA

PROFESSIONAL SUMMARY

Senior Front-End Developer with 12+ years building interactive web experiences, CMS-driven marketing sites, and e-commerce storefronts for BODi, FOX, Disney, Marvel, Nickelodeon, and Honda. Specializes in translating creative and business requirements into polished, production-ready experiences using React, TypeScript, Next.js, Builder.io, Shopify, and modern front-end technologies.

CORE SKILLS

Front End: JavaScript, TypeScript, React, Next.js, Tailwind CSS, Storybook, HTML5, CSS3, Responsive Development, GSAP

CMS / Experimentation: Builder.io, Optimizely, Amplitude, Cloudinary

E-Commerce: Shopify (Liquid, templates/sections, metaobjects/metafields), Magento

Additional: Node.js/Express, GraphQL, REST APIs, PHP/MySQL, Git, AWS, Sass/LESS

PROFESSIONAL EXPERIENCE

BODi / Beachbody | Senior Front-End Developer — Dec 2021 – Dec 2026

- Built and modified reusable React and TypeScript components within a shared Storybook-documented component library as part of BODi's Next.js and Builder.io replatform, enabling marketing teams to create and maintain responsive web experiences.
- Developed responsive marketing experiences using React, TypeScript, Next.js, Tailwind CSS, and Builder.io, collaborating with core engineering on integrations and complex front-end requirements.
- Built and launched A/B test experiences in Optimizely and Amplitude as part of a company-wide conversion initiative that increased Beachbody's overall conversion rate from 1.59% in March 2023 to 2.44% in December 2023.
- Built front-end templates and reusable Liquid components for BODi's migration to Shopify as the business expanded into D2C nutrition and physical products.
- Developed data-driven Shopify experiences using metaobjects, metafields, product/variant data, and GraphQL, enabling complex merchandising content to be managed through Shopify rather than hard-coded into individual pages.
- Helped oversee two contract developers alongside another front-end developer, coordinating implementation and providing technical guidance during the Shopify build.

FOX Networks | Front-End Developer — Oct 2019 – Dec 2021

- Partnered with project leads and stakeholders to develop A/B experiments focused on user experience and conversion using HTML, CSS, JavaScript, and Optimizely.
- Rapidly developed landing pages and campaign experiences outside standard agile release schedules.

Creative Impact Agency | Front-End Developer — Aug 2017 – Oct 2019

- Developed responsive entertainment campaign and "For Your Consideration" websites for Disney Studios, Marvel Studios, DreamWorks, and Focus Features.
- Customized a PHP/MySQL administration platform for screening information and built a Node.js/Express service for an embeddable branded photo/video sharing experience.

Equate Media | Front-End Developer — Sep 2016 – Aug 2017

- Built responsive, mobile-first lead-generation experiences and integrated them with internal REST APIs; developed a React/Redux single-page application for moving inventory and quote creation.
- Helped establish front-end standards and supported the transition from jQuery/PHP toward React/Node.js, while collaborating with UI/UX on A/B testing and iterative conversion improvements.

New Wave Entertainment | Front-End Developer — Jul 2014 – Aug 2015

- Developed highly interactive websites and EPKs for clients including Nickelodeon and Fox Home Entertainment across desktop, tablet, and mobile.
- Built a Kids Cuisine sweepstakes featuring four JavaScript games and a Honey Nut Cheerios GIF creator that let users upload and decorate photos.

RPA Advertising | Front-End Developer — Sep 2013 – Mar 2014

- Developed interactive promotional e-brochures and sales-training experiences for Honda Civic, Odyssey, and Fit, plus additional digital projects and email campaigns for Intuit.

EDUCATION

University of Central Florida — Bachelor of Arts (B.A.), Digital Media – Web Design