

TODD HECKELER

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Front-End Developer with 25+ years experience combining design thinking with AI-first development workflows

I build AI-assisted development workflows and infrastructure that enable platform-wide improvements. At Sherwin-Williams, I created custom GitHub Copilot Agent Skills, automated platform analysis, and developer tooling that achieved 32% faster page loads (LCP) and zero production vulnerabilities across 10 micro frontends. I use AI as a force multiplier to work at the architecture level while handling implementation efficiently. Experienced in Module Federation architectures, design systems, and performance optimization.

EXPERIENCE

Sherwin-Williams

Senior Front End Application Developer

July 2024 – Present

I build AI-assisted development workflows and infrastructure for a Module Federation platform with 10 micro frontends. I created custom GitHub Copilot Agent Skills, 15+ PowerShell automation scripts, and VS Code task automation that enable platform-wide analysis and systematic refactoring. Led performance initiative that achieved 32% faster page loads (LCP: 3.93s → 2.67s), 100% elimination of main-thread blocking (TBT: 36.7ms → 0ms), +10 point Lighthouse Performance score improvement, and zero production vulnerabilities. Standardized PmxDialog component across 9 MFEs touching 274+ files. I use AI to work at the architecture level while collaborating with designers and analysts in Agile sprints to ship production-ready solutions.

Stanley Black & Decker, Inc.

Front-End Developer & Designer

July 2021 – July 2024

I designed and developed 100+ marketing pages and campaign landing pages for global product launches, working directly with marketing teams to translate brand strategy into production-ready code. I built interactive React tools including cost calculators and product finders that helped customers compare products and understand value propositions. I created reusable templates and component systems within Salesforce Marketing Cloud, improving mobile responsiveness and site performance while navigating platform constraints. I owned the complete design-to-code workflow, designing experiences in Figma/XD and implementing them in React, SASS, and JavaScript.

NAS Recruitment Innovation

UI Developer

August 2019 – July 2021

I developed and maintained 20+ custom recruitment websites using ASP.NET Razor, HTML, SASS, and jQuery for clients across hospitality, IT, and corporate sectors. I inherited inconsistent codebases with unused selectors and technical debt, then introduced a modern CSS base system and scripting framework that standardized components and reusable patterns across the platform. The system was adopted by the 3-person dev team and became the foundation for all front-end work. Recognized as Employee of the Quarter (Q4 2020) for improving code quality, front-end consistency, and development efficiency.

Consume Design LLC

Freelance Front-End Developer & Designer

1997 – 2019

I ran my own development and design business while raising my kids, acquiring and managing clients in the outdoor and cycling industries. Led full website redesign for LiteAF that grew year-over-year orders by 11% and products sold by 24% during an economic downturn through mobile-first UX improvements, Core Web Vitals optimization, and technical SEO. Built custom Shopify theme for Fara Feather with modular product templates and metafield-driven content architecture, streamlining merchant workflows. Maintained a 20+ year client relationship with Strong Frames, building their e-commerce site and order management system. Acquired and delivered end-to-end solutions for 20+ clients including Ibis Cycles, Werner Paddles, Bike Cleveland, Dream Hammock, UGQ Outdoor, and North American Handmade Bicycle Show.

SKILLS

Front-End Development

AMPscript, Bootstrap, CSS3, GraphQL, HTML5, JavaScript (ES6+), jQuery, JSON, Next.js, Node.js, PHP, React, Redux, SASS, Tailwind CSS, TypeScript, Vue.js, XML

AI-Assisted Development

Claude/ChatGPT, GitHub Copilot, Prompt Engineering, Rapid Prototyping, AI-Accelerated Problem Solving

UX/UI & Design Tools

Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe XD, Figma, Webflow

Testing & Accessibility

ADA/WCAG Compliance, Jest, Performance Optimization, Unit Testing, Usability Testing

Workflow & Collaboration

Agile (Scrum), CI/CD, Component Architecture, Design Systems, GitHub, GitHub Copilot, Jira

Platforms & CMS

Salesforce Marketing Cloud, Webflow, WordPress

EDUCATION

Kent State University

Bachelor of Arts – Visual Communication & Design