

Greg Thomas

Senior Frontend Developer & UX/UI Designer

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voxsomnia.io

Frontend engineer and UX/UI designer with 13+ years of experience owning the full design-to-code pipeline across SaaS platforms, industrial IoT, and high-traffic e-commerce. Equally at home designing a data-heavy dashboard and in a React codebase building a component system to bring it to life. Combines deep technical execution with end-to-end design thinking and hands-on team leadership.

Core Skills

Technical: JavaScript (ES6+), TypeScript, React, Electron, Next.JS, C#, Frontend Architecture & Component Systems, CMS-Based Development, SQL, SQLite, Git, WPF, a11y (ally), REST, CI/CD

Leadership: Cross-Functional Team Collaboration, Client Discovery, Stakeholder Alignment, Mentorship & Code Review, Product Vision & Strategy Communication

Product & Design: Product Strategy & Roadmap Definition, UX/UI Design for Data-Heavy Applications, User Story Design, Agile, Conducting Market Research, Define Acceptance Criteria, Figma, Adobe, Photoshop, Illustrator, Vector Design

Analytics & Marketing: Google Analytics, Ad Campaign Planning & Execution, Creative Direction

Experience

VoxSomnia | Lead Frontend Engineer & Digital Strategy Aug 2023 – Present

- Owner of web presence, digital channels, and brand identity, managing the full pipeline from UX design through frontend engineering to production deployment.
- Owned end-to-end UX/UI design and frontend engineering across multiple product lines, from early wireframes and user flows through to production deployment
- Coordinated across design, frontend engineering, and business development to deliver cohesive product releases
- Defined product roadmap, balancing technical feasibility with operational needs of end users
- Built and executed Trellis go-to-market strategy including landing pages, market research, demo narratives, and LinkedIn campaigns targeting manufacturing decision-makers
- Prioritized product features based on direct customer feedback, operational workflows, and real-world manufacturing use cases

Americaneagle.com | Frontend Development Technical Manager Feb 2023 – Aug 2023

- Served as frontend development lead on the agency's largest account, a nationally recognized consumer brand
- Managed a team of seven developers overseeing delivery of high-traffic e-commerce platforms

- Streamlined architecture development by prioritizing and distributing tasks across the team via Jira tickets
- Collaborated with clients and stakeholders to define project goals and expectations
- Mentored developers and enforced standards for performance, accessibility, and code quality

Americaneagle.com | Senior Frontend Developer

Oct 2018 – Feb 2023

- Translated UX/UI designs into scalable, production-ready interfaces
- Collaborated with designers, backend engineers, and stakeholders to deliver maintainable frontend architecture at scale ensuring WCAG compliance
- Flexed across multiple frontend-focused teams within the agency, adapting quickly to different codebases, workflows, and client environments.

Dealer eProcess | Frontend Developer

Feb 2016 – Oct 2018

- Recognized as top-performing developer across the engineering team
- Developed and maintained high-traffic automotive dealership websites with a focus on performance and responsive UI
- Translated design mockups into production-ready frontend experiences

Key Projects

TRELLIS | Industrial Intelligence Platform | VoxSomnia

- Designed the full UX/UI for a manufacturing SaaS platform, from initial wireframes and user flows to a polished production interface enabling real-time production tracking, downtime visibility, and KPI analysis
- Built a reusable component architecture in JavaScript, maintaining design consistency across the application while enabling rapid feature iteration
- Created 3D CAD models for hardware components, bridging digital software with physical product development
- Conducted customer discovery and market research to refine product positioning and workflow priorities
- Led digital product presence including product messaging, demonstrations, and launch assets

PRODUCTION TRACKER | QuickBooks dashboard for construction contractors | VoxSomnia

- Reduced manual reporting time by 80% by building a custom dashboard centralizing QuickBooks data with filtering by job number, location, and project manager
- Worked directly with customer stakeholders to define requirements, lead demos, and establish acceptance criteria
- Designed and built data visualization from scratch

Education

College of DuPage | Web Technician Certificate, Computer Science

2015

Westwood College | B.A.Sc. Game Art & Design

2009 – 2012