

BRAD DEDON

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PRODUCT & TECHNOLOGY DIRECTOR

DELIVERING USER AND CUSTOMER EXPERIENCE SOLUTIONS THAT MAXIMIZE BUSINESS SUCCESS
AND DELIVER USER SATISFACTION

Seasoned leader sitting at the intersection of creativity and technology bringing a wealth of expertise acquired from Fortune 50 corporations to dynamic startups. Specialty is focused on front-end and mobile development, driving innovation through collaborative strategies and creative solutions to maximize results and drive business success. Firmly believe in the transformative power of technology, particularly enhancing user interactions and accessibility.

Skilled in navigating complex challenges and harnessing emerging trends / technologies to deliver impactful solutions. Whether orchestrating large-scale initiatives or leading agile teams, approach is rooted in collaboration, creativity, and a relentless commitment to driving results.

CORE COMPETENCIES

- Expertise in driving digital transformation and strategic leadership initiatives.
- Proficient in implementing core, adjacent, and disruptive innovation strategies.
- Skilled in Agile methodologies, Continuous Integration/Continuous Delivery (CI/CD) and Test-Driven Development (TDD).
- Experienced in Atomic Design and Development principles, ensuring reliability and speed to market.
- Proficient in e-commerce, mobile, and web technologies.
- Skilled in analytics tracking, capturing, and reporting.
- Adept at building high-performing teams and leaders, both remote and co-located, including offshore.

PROFESSIONAL EXPERIENCE

Varis | Office Depot, Boca Raton, FL | 2021 - 2023

Pioneering startup of Office Depot in the B2B sector reimagining procurement by connecting buyers and suppliers in a trusted marketplace across multiple categories leveraging a consumer-like shopping experience simplifying the buying process.

Director, Product & Technology | Atlanta, GA

- Led migration of Search using Solr to a robust new Search Platform built on Elastic Search. Executed strategy and successful delivery of migrating to Elastic Search from Solr which included single tenant to multi-tenant search indices, as well as the front-end experience. Collaborated with senior leadership, principals, product owners along with engineers including managers and UX.
- Led team of engineers and UX to establish a global Design System, including discovery and buildout of over 75 Next.js/React front-end components used as plug-in-play building blocks by the entire engineering organization. Brought in an external company, [RangleIQ](#) to supplement front-end engineering team while hiring and building out the internal team.
- Built and led creation of an Analytics and Reporting Platform and team. Oversaw data collection from the back-end and front-end along with report generation. Team architected an entire Analytics and Reporting platform using Google Analytics, Microsoft PowerBI and GoodData.

The Home Depot | Atlanta, GA | 2012 - 2021

Head of Front-End Engineering | 2018-2021

Managed delivery of a new innovative Front-End Platform for HomeDepot.com.

- Played a pivotal role in The Home Depot's digital transformation journey, establishing the retailer as a leader in interconnected omni-channel commerce. Spearheaded best-in-class digital initiatives enabling achievement of remarkable annual revenue growth, from \$71B in 2011 to \$151B in 2020.

Head of Front-End Engineering - *Continued*

- Designed and executed numerous organizational and technological transformations. Notably, the design, implementation, and deployment of an omni-channel component-based application architecture utilizing Node.js, React.js, and GraphQL microservices. This initiative facilitated personalization, improved customer satisfaction, optimized operations, and empowered multiple online teams with autonomous delivery capabilities.
- Active member of essential team leading the retailer through a massive surge in demand due to COVID-19.

Principal Engineer | 2017-2018

Led architecture of the Front-End engineering for HomeDepot.com.

- Brought together and united ideas and concepts by working with multiple levels of engineers including the Fellow Engineer and Distinguished Engineers to build and plan for the new front-end online architecture of HomeDepot.com which included an omni-channel component-based application architecture with Node.js & React.js Single & Multi-Page applications (SPA & MPA) and GraphQL microservices. This enabled personalization and enhanced customer satisfaction, streamlined operations, and empowered multiple online teams with autonomous delivery capabilities.

Staff Engineer | 2012-2017

Led a team of 15 engineers working with business partners to establish high-level requirements and design documentation for different online products within or for the e-commerce website. Strategized front-end development design, overseeing the front-end coding efforts.

- Led the engineering team in achieving pivotal product objectives and strategic initiatives, including the seamless migration of front-end web and mobile applications, along with APIs, to the Google Cloud Platform (GCP). These initiatives helped propel the organization toward unparalleled growth and success.
- Founding team member that helped shape the direction of HD Home, a new venture by Home Depot online, by building and leading the engineering team that supported the initiative. This strategically positioned the online retailer in the furnishing and décor categories and was used as a beta to a new front-end UI platform through proven experimentation and research for the larger retail website.

Fabric.com | Atlanta, Ga | 2012-2012

Senior Engineer

Supported HTML5 and CSS3 efforts while being directly tasked with overseeing all Javascript/JQuery scripting for new website product, which included but not limited to:

- Converting old systems from Javascript to JQuery where applicable.
- Working with back-end developers to integrate AJAX and front-end API's.
- Bug fixes and performance enhancements (removing plug-ins and fine tuning code).

The Home Depot, Atlanta, GA

Senior Engineer | 2010-2012

Earlier roles:

Southern Company - Interactive Consultant

Georgia Power Company - Interactive Consultant

Digizign - Creative Director

Creative Beast - Interactive Designer/Developer

Naviant - Interactive Designer/Developer

Videolarm - Graphic Designer / Webmaster

EDUCATION

The Art Institute of Atlanta — Associates of the Arts

TECHNICAL SKILLS

Process & Methodologies:

Solutions Architect ▪ Lifecycle Management ▪ Agile Methodologies ▪ Process Improvement ▪ Testing/Debugging and QA ▪ Scrum ▪ Web Applications ▪ Cloud Computing ▪ Mobile Applications ▪ Web Performance ▪ AMP ▪ Software Development Life Cycle ▪ Version Control ▪ Core Web Vitals ▪ Optimization ▪ Mobile Web

Software:

HTML ▪ Javascript ▪ Javascript Frameworks ▪ CMS ▪ React.js ▪ Next.js ▪ Vue.js ▪ Node.js ▪ CSS ▪ CSS Preprocessors ▪ Responsive Design ▪ PWA ▪ REST ▪ API's ▪ GraphQL ▪ UX ▪ Good Data ▪ Google Analytics ▪ PowerBI ▪ Solr ▪ Elastic Search ▪ Adobe Creative ▪ Figma ▪ InVision ▪ Microsoft Office Suite ▪ Web Accessibility ▪ Browser Development Tools ▪ SEO

Hardware / Cloud:

Apple Mac ▪ Google Cloud ▪ AWS ▪ Azure