

Trey Murray – Frontend Developer

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I build modern, animated interfaces with React, Next.js, and motion frameworks (GSAP, Framer Motion), paired with real-time data, SEO, and analytics to turn websites into revenue-generating products for small and mid-sized businesses.

Skills & technologies

Frontend: react · next.js 15 · typescript · tailwindcss · gsap · framer motion · convex · resend · stripe · react native · swiftUI · javascript · html · css

Design / tools: figma · shadcn ui · adobe cc · seo optimization · analytics (google analytics 4, posthog)

Concepts: responsive design · web performance · accessibility · ui/ux strategy · conversion optimization · real-time data integration

Education & certifications

<ul style="list-style-type: none">• B.S. computer science — Georgia Gwinnett college<ul style="list-style-type: none">◦ <i>GPA: 3.6</i>◦ <i>Data Structures, Web Development, Algorithms, Digital Media</i>• apple developer program • google analytics & seo fundamentals • aws certified cloud practitioner	Expected 2028
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Work Experience

Frontend developer — Telerallc (digital marketing / ai web solutions)

Sept 2025 – present

- designed and deployed **interactive, animated business websites** using **Next.js 15, React, TailwindCSS, and GSAP/Framer Motion**, improving user engagement and dwell time across client campaigns
- implemented **SEO and analytics pipelines** with **Google Analytics 4 + PostHog**, boosting search visibility and driving 1,000 + monthly visitors for small-business clients
- integrated **Resend, Stripe, and Convex** for live appointment scheduling, CRM updates, and transactional email flows directly from client dashboards
- led development of a **responsive design system** shared across multiple client portals, reducing build time per site by 40 % and ensuring consistent accessibility (WCAG 2.1 AA)

Frontend engineer — Universal auto brokers (automotive)

April 2024 – Sep 2025

- developed **dealer and buyer-facing portals** using **React + Next.js 15** with **Convex** for real-time data synchronization from the Dealer Management System
- improved **form UX and appointment flows**, increasing lead conversion by 88 % through simplified layouts and mobile-first design principles
- collaborated with backend engineers to integrate **secure upload flows (AWS S3 presigned URLs)** and **document previews** directly in the browser
- implemented **SEO-optimized landing pages** with structured metadata, sitemaps, and Open Graph previews, achieving first-page rankings for regional searches

Frontend / UI/UX developer — Universal freight brokers (logistics)

May 2024 – June 2024

- Rebuilt Universal Freight Brokers' web presence with a **high-performance Next.js + GSAP frontend**, transforming it from a static site into a conversion-focused marketing platform
- Used **scroll-based motion, animated call-to-actions, and layout hierarchy** to drive more inbound inquiries from shippers and carriers
- Improved **brand credibility and trust signals**, helping a new freight brokerage compete with larger operators
- Delivered a **modular design system** for rapid page creation and future expansion

Frontend developer — Affordable family dentistry (healthcare)

Dec 2023 – Feb 2024

- rebuilt the clinic's public website and appointment flow using **Next.js 15, Convex, and Resend**, enabling patients to schedule visits, complete intake forms, and receive automated reminders via Twilio
- implemented **SEO optimization and accessibility improvements**, raising Lighthouse scores to 95 + and increasing appointment conversions
- added **analytics and CRM hooks** (Google Analytics 4 + PostHog) for lead tracking and campaign attribution
- optimized page rendering with ISR + server-side caching, reducing average load time by 40 %