

LOGAN BIESTERFELDT

DeFi Frontend Software Engineer @ Cryptech | Web3 Blockchain TypeScript Next.js Tailwind

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📍 Calgary

EXPERIENCE

Frontend Engineer

Cryptech Developments Ltd.

📅 08/2022 - Present 📍 Vancouver, British Columbia, Canada

As the Frontend Engineer in a startup environment, I fill in the roles of both Engineer and Designer, utilizing React, Next.js, Tailwind, Material UI, DaisyUI, and recharts, as well as leveraging Figma, Midjourney, and Photoshop for branding and UX/UI. My focus has been creating engaging application interfaces for DeFi applications.

- Engineer and maintainer of a DeFi Web3 Dapp frontend interface and landing page from concept through to deployment, including a successful launch.
- Balanced an engaging user experience with the complex technical functionality of an advanced DeFi protocol. UX/UI and design considerations for conveying information systems to the end user.
- Developed design systems and branding, as well as graphical content for marketing and fundraising.
- Porting of open source tooling on adjacent blockchains to the Injective ecosystem and Injective TypeScript SDK.

Motion Graphic Designer

stakefish / f2Pool

📅 10/2020 - 08/2022

- Production of a library of videos educating users about staking their cryptocurrencies with a validator.
- Creation of engaging social media content encouraging users to stake their tokens to increase the strength and resiliency of the protocols they invest in.
- Participating in the rapidly developing Ethereum, Cosmos, and Solana ecosystems, including DeFi, NFT's, DAO's, and metaverse.

Web Developer

Artrageous Advertising

📅 03/2020 - 10/2020 📍 Lethbridge, Alberta, Canada

- Design and development new WordPress sites for a variety of companies and industries.
- Managing the library of hosted web accounts, and facilitating any design requests and updates.
- SEO strategy tools such as Google Analytics, Rank Active, and Google Data Studio.
- Web Project Management and communication with clients.

Social Media & Video Production

Artrageous Advertising

📅 12/2019 - 10/2020 📍 Lethbridge

- Production of social media marketing content with focus on organic engagement and growth.
- Photography, video production, and graphic design are used to bring energy to clients marketing strategy through creative campaigns.
- Analyze performance and industry trends to inform future marketing strategies.

SUMMARY

As a Frontend Software Engineer at Cryptech, I have dedicated four years of professional development to blockchain infrastructure and emerging Web3 technologies exploring the future of finance. I have combined over two years developing with modern React TypeScript frameworks with over 10 years of graphic and web design.

My experiences include engineering web application front-end interfaces and landing pages for decentralized finance (DeFi) protocols, writing in TypeScript, using React, Next.js, Tailwind, Material UI, DaisyUI, and recharts.

I craft engaging user experiences that enhance the technical functionality of DeFi protocols, and create design systems and branding, as well as graphical content for marketing and fundraising. I contributed to the successful launch of Neptune Finance, a decentralized protocol on Injective, producing the Web3 Dapp that enables users to borrow, lend, and earn interest on their crypto assets. I also leverage Figma, Midjourney, and Photoshop for branding and UX/UI, as I fill in the roles of both Engineer and Designer in a startup environment.

I have created interactive content for leading blockchain conferences, and I have also participated in blockchain hackathons, turning around award-winning projects on tight deadlines.

EXPERIENCE

Operations

Flat Land Farms Inc.

📅 09/2017 - 10/2019 📍 Alberta, Canada

- Tracking and analyzing of agricultural production data to influence business decisions and long term strategy.
 - Watching commodity markets to inform grain selling strategy.
 - Use of advanced agriculture technology and programs.
 - John Deere Operations Center
 - Climate Fieldview
 - Greenstar 2600/2630 Command Console
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Web Developer

Davis Automotive Group

📅 05/2014 - 08/2017 📍 Lethbridge, Alberta

Produced successful marketing campaigns that exceeded expectations, became staple marketing initiative, and were copied by rival organizations. Produced small-scale projects independently, and worked as part of a team for more advanced concepts.

- Designed and developed landing pages and email marketing campaigns for a variety of promotions while staying on brand utilising HTML5 and CSS3 on a CMS.
 - Developed advanced marketing media content distribution systems across 8 dealerships.
 - Engineered custom data analytics dashboards using Google Analytics and javascript to enhance insight and productivity.
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Motion Graphic Designer

Davis Automotive Group

📅 05/2014 - 08/2017 📍 Lethbridge, Alberta, Canada

- Produced video marketing materials for the Davis Automotive Group and its subsidiaries and partner companies.
 - Graphic Design for Display Ads, Social Ads, Web, Print, Vehicle Wraps, Billboards, Window Vinyl.
 - Utilized photography and live video filming with talent, green screen production, 2D and 3D motion graphics.
 - Ensured video message was on brand and that it accentuated the marketing promotion.
 - Produced content for a variety of platforms, including Social Media, YouTube, and In-store Displays.
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Marketing Graphic Designer

Davis Pontiac Buick GMC

📅 04/2013 - 05/2014 📍 Lethbridge, Alberta, Canada

Website Designer

McMan Youth, Family and Community Services Association

📅 07/2012 - 03/2013 📍 Lethbridge

EDUCATION

Bachelor of Fine Arts (BFA), New Media

The University of Lethbridge

📅 01/2007 - 12/2014