

Logan Biesterfeldt

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Summary

Frontend engineer with hybrid design and development expertise in blockchain and DeFi. Skilled in React, Next.js, TypeScript, and Figma to prototype and ship user-centric experiences. Built reusable design systems and led projects from concept to launch, including Neptune Finance on the Injective ecosystem. Passionate about driving design-led development to deliver intuitive, performant web applications.

Work Experience

Cryptech Developments Ltd.

Frontend Engineer

Vancouver, British Columbia, Canada · Aug 2022 - Present

- Designed, developed, and maintained the frontend interface and landing page for a DeFi Web3 Dapp from initial concept through deployment, prototyping experiences to validate design decisions with real user feedback and ensure a successful product launch.
- Improved user task completion rates by prototyping intuitive UI/UX flows and designing clear interfaces for a complex DeFi protocol, translating advanced technical functions into easy-to-understand visuals that helped users interact confidently with the platform.
- Developed a reusable design system and component libraries in Figma and implemented them in React and Tailwind, strengthening UI consistency and supporting fundraising efforts.
- Ported open source tooling on adjacent blockchains to the Injective ecosystem and Injective TypeScript SDK, enhancing the ecosystem's compatibility and functionality
- Served as both engineer and designer, building DeFi application interfaces with React, Next.js, Tailwind, Material UI, DaisyUI, and Recharts, and producing branding assets in Figma, Midjourney, and Photoshop, using AI tools for prototyping to deliver a cohesive user experience and accelerate product development.

stakefish

Motion Graphic Designer

Oct 2020 - Aug 2022

- Produced a video library using motion graphics to educate users about staking cryptocurrencies with a validator, leading to increased user engagement
- Created engaging social media content using design tools that encouraged users to stake tokens, boosting protocol strength and resiliency
- Contributed to Ethereum, Cosmos, and Solana communities, participating in DeFi, NFT, DAO, and metaverse projects, and supported community growth and innovation

f2pool

Motion Graphic Designer

Oct 2020 - Aug 2022

- Collaborated on the F2Pool Carbon Credits initiative within the BICOWG, supporting with a branding and awareness campaign

Artrageous Advertising

Web Developer

Mar 2020 - Oct 2020

- Designed and developed new WordPress sites for various companies, using rapid prototyping in Figma to iterate on layouts and ensure efficient functionality and engaging user experience.
- Managed the library of hosted web accounts using CMS tools, ensuring up-to-date designs and facilitating timely design requests and updates, improving client satisfaction
- Implemented SEO strategies using tools like Google Analytics, Rank Active, and Google Data Studio to enhance website visibility and traffic
- Led web project management by coordinating with clients, defining requirements, and managing projects, consistently delivering on schedule

Social Media & Video Production

Dec 2019 - Oct 2020

- Created social media posts and graphics with Adobe Photoshop and Illustrator, leveraging design principles to boost organic engagement and increase audience interaction
- Produced photography and video assets using Adobe Lightroom and Premiere Pro, and designed graphics with UI/UX best practices to launch creative campaigns that attracted audience attention and generated positive client feedback

- Analyzed performance and industry trends using analytical tools to inform and improve future marketing strategies, leading to enhanced campaign effectiveness

Flat Land Farms Inc.

Operations

Alberta, Canada · Sep 2017 - Oct 2019

- Tracked and analyzed agricultural production data using advanced agriculture technology, such as John Deere Operations Center and Climate Fieldview, leading to informed business decisions and long-term strategy improvements
- Utilized John Deere Operations Center to enhance data tracking accuracy, which supported strategic grain selling decisions
- Leveraged Climate Fieldview for precision agriculture, leading to improved crop yield predictions and enhanced operational efficiency
- Operated Greenstar 2630/4640 Command Console to optimize field operations by adjusting equipment settings, improving equipment performance monitoring and reducing downtime

Education

The University of Lethbridge

Jan 2007 - Dec 2014

Bachelor of Fine Arts (BFA), New Media

Skills

- **Front-End Development:** Front-end Engineering, JavaScript, TypeScript, HTML5
- **Frameworks & Libraries:** React, Next.js, Tailwind, Node.js, UI Frameworks, Component Libraries, Ethers.js
- **Design & Prototyping:** UX Design, UI Design, Product Design, Figma, Motion Design, Design Tools, Video Editing, Prototyping, AI Tools For Prototyping, Design System
- **Blockchain & Decentralized Applications:** Blockchain, Web3, Smart Contract Integrations, Decentralized Applications, Cryptocurrency, Bitcoin, DeFi, NFT, Stablecoins
- **DevOps & Tools:** CI/CD, GitHub, APIs, Debugging, Software Testing, Systems Engineering
- **Financial Services & Trading:** Fintech, Financial Services, Trading

Certifications

- Pilot Certificate - Small Remotely Piloted Aircraft System (RPAS), Visual line-of-sight (VLOS)