

# Cyrus Huneycutt

Experienced front-end engineer with a focus on building lean, scalable, component-driven web applications and bridging the gap between technical and non-technical teams.

## Experience

Senior Web Developer • **NetApp, Inc** March 2024 — Present

- Delivered an optimized theme and codebase for instaclustr.com to align the brand with NetApp, phasing out old templates and tools and growing traffic 20% to 25% per quarter.
- Leveraged an internal API to rebuild the customer-facing pricing page, enabling users to estimate costs for services across data centers, providers, and account types.
- Built specialized templates to serve SEO-driven content, pass Google's Core Web Vitals, and refine instaclustr.com for AI and LLM consumption.
- Achieved 50% greater visibility in Google AI mode in a single quarter and improved GEO-driven traffic by 900% to targeted web content over the course of 2025.
- Functioned as developer and technical representative for the business unit's marketing websites, coordinating with stakeholders to plan, split-test, and implement new features.
- Acted as technical liaison for the Spot by NetApp divestiture by setting timelines and working with external teams to plan and execute the handoff of spot.io in Q1 2025.

Software Engineer • **Relias** April 2022 — March 2024

Front-End Developer August 2019 — April 2022

- Managed a close-knit development team of junior developers and QA testers for six Wordpress-based web properties, including relias.com and advertise.nurse.com.
- Audited and refactored codebase dependencies, optimized third-party tool usage, and improved site page load times by 50-60% to meet Google Core Web Vitals scores.
- Rebuilt company websites with an updated brand presence and created new libraries of user-focused CMS components for rapid page building by non-technical teams.
- Led code reviews, wrote technical documentation, and collaborated with engineering managers to run sprint reviews and maintain team-wide processes.

Senior Designer • **Participate Learning** 2015 — 2019

- Developed a new cultural exchange online application experience, resulting in a 100%+ increase in applications submitted the following recruitment season.
- Created and launched a new company brand, Participate, by leading a design team at every stage, from research to pitching final concepts to executives.
- Managed the company's Wordpress site, working with marketing and SEO teams to optimize performance, raise accessibility and build new page content.
- Designed and developed responsive landing pages for programs and downloadable content, improving sales pipelines and conversion rates.

Design Associate • **VIF International Education** 2013 — 2015

- Created print and web design assets for all internal teams and served as a technical resource for web development.
- Collaborated with in-house teams to maintain brand guidelines and represent the business at conferences and orientation events for program applicants.
- Traveled to company offices in South America to shoot and edit video footage for instructional content to support the company's emerging ed-tech platform for teachers.

## Contact

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## Skills and Tools

### Programming Languages and Markup

PHP, JavaScript, jQuery, HTML, CSS, Sass

### Libraries and Frameworks

React, Next.js, Node.js, Bootstrap

### Design and UX Tools

Figma, Sketch, Adobe PhotoShop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro

### Content Management Systems

WordPress, Craft CMS, HubSpot CMS, Joomla, Drupal, Webflow

### Platforms and Other Tools

Git, GitHub, Jira, Bitbucket, Vercel, Docker, Webpack, Vite, Google Analytics, Google Tag Manager, Adobe Analytics, Asana, Trello, Marketo, Salesforce

## Education

**UNC Chapel Hill** • May 2012

Bachelor of Arts in Journalism and Mass Communication, specializing in Editing and Graphic Design

## Interests

Web interface design, tabletop games, weightlifting, miniature painting, fiction writing, big hikes at elevation