Drew Olsen

Software Developer

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Summary

Full-stack software engineer with 12 years of experience building websites, the last 7 in the React and Next.js ecosystem. I've worked remotely since 2011 and currently build high-traffic sites for hospitality brands, owning projects end to end from wireframes to deployment and integrating 20+ third-party booking and reservation platforms. I'm a problem solver first: I turn ambiguous requests into clear requirements, learn unfamiliar tools quickly, and stay with a problem until it's solved.

Technical Skills

Languages & Frameworks: React.js · Javascript · Next.js · HTML5 · CSS3/SCSS · CSS Animation · TypeScript · PHP · Python
Front End & UI: Responsive-Design/Development · Framer Motion · MobX · Styled Components · Accessibility
Back End, Data & CMS: Custom Wordpress · GraphQL · MySQL · MongoDB · Node JS · Dato CMS · Headless Wordpress · Contentful
Tools & Platforms: Git · Vercel · Amazon AWS · Heroku · Docker · Jira · Confluence · Basecamp · Adobe Creative Suite · Figma · Agentic Coding Tools

Relevant Experience

Senior Front End Developer · Once Upon a Time - Remote · London, UK — October 2021 - Present

- Built React, and Next.js web apps using headless Wordpress, our custom CMS or Dato CMS
- Defined acceptance criteria and completion estimates for ambiguous feature requests, enabling on-time delivery of 12 planned sprint commitments.
- Integrated 20+ third-party hospitality platforms, including but not limited to SevenRooms, Synxis and Tripleseat to streamline data exchange across web applications.
- Prioritized release-ready features and deferred higher-risk changes, reducing last-minute deployment issues.
- Developed pixel-perfect, mobile-responsive websites from design specifications.
- Utilized Contentful, Heroku, Vercel and AWS services. Debugging remote and internal services and software.
- Led front-end build of publichotels.com (Next.js, custom CMS, Framer Motion).
- Merged a client's apartment inventory from SynXis (images, rates, dates and availability) with CMS content into a single, uniform data model used across the front end.
- Built a reusable multi-tenant Next.js and DatoCMS boilerplate for branded property sites, including CMS theming, a typed page-block system, live draft preview, and webhook-driven slug redirects.

Founder, Freelance - Remote · Drew Olsen, LLC · Chaska, MN 55318, USA — February 2011 - Present

Provided website technical services to a few SEO companies in Twin Cities and out of state. I also took on additional projects from small to large businesses.

- As a one-person business, owned every stage from client requirements to launch, designing, developing and deploying 25+ custom WordPress sites for SEO agencies in the Twin Cities and out of state, plus small and large businesses.
- Rebuilt arrowcomp.com as a fully responsive site with a custom theme and utility plugin, replacing a platform that was inflexible and unusable on mobile (WordPress, PHP, SCSS, JavaScript, MySQL, Docker, Webpack).
- Turned conceptual ideas into working sites to client specifications, gathering requirements through interviews and questionnaires.
- Worked with clients, managers and development teams to prioritize needs, resolve conflicts and define content.
- Reviewed code for validity, structure, standards compliance and cross-browser and cross-device compatibility.

IT & Digital Marketing Manager · Darkenwald, Inc. · Otsego, MN, USA November 2008 - January 2012

Oversaw digital marketing and IT for a variety of sub-companies. Responsible for assisting these businesses with their websites, digital marketing materials and IT needs. Some standouts are:

- Moved two paper-heavy business systems to paperless filing and automated workflows, cutting paper use by 55% and some task times by up to 90%.
- Managed websites, digital marketing and IT for several sister companies, including web campaigns that raised off-season rentals by 50%+.

Recent Projects

Browser Tools for Media Prep & Support Handoff - React, Vite · pinch.drewolsen.design-cinch.drewolsen.design-device.drewolsen.design · Headline 2026

Three client-side apps, each deployable on its own subdomain

- Built Cinch, an in-browser video compressor, so people can turn footage into MP4, WebM, or GIF at a chosen resolution and file size without uploading the source file.
- Built Pinch, a batch image tool, so teams can resize, crop, and export JPG, PNG, and WebP — including iPhone HEIC photos — and download the whole queue as a ZIP.
- Built Device Details to read the visitor's browser, operating system, display, and connection on the page they are already on, so a broken-site report starts with the facts instead of a round of "what browser are you using?". Flagged only the conditions worth a human look, such as cookies turned off, a very small viewport, or a slow connection, so a long diagnostic dump does not hide the useful rows.
- Packaged the report, the visitor's notes, and an optional screenshot into a downloadable PDF, so someone can send a complete handoff without a support form or a live session.

Arrow Components · arrowcomp.com May 2021

Client wanted to move away from their original solution due to lack of flexibility and the site being unusable on mobile. Site is now responsive and highlights the quality of the company's craftsmanship via imagery and improved layout.

- Fully responsive site built out of Wordpress with a custom built theme and utility plugin.
- Designed, developed and deployed from start to finish
- Tech used: HTML5, Wordpress, PHP, SCSS, JavaScript, MySQL, Docker, Webpack

Education

University of Minnesota Bootcamp | Certificate Grad May 2021

Full-Stack

• Since I had been a freelancer with no formal training, I took this course with the intent of filling in any gaps I might have missed while self-learning.
• 12-week intensive program covering React, Node.js, Express, MySQL, MongoDB, Sequelize and Mongoose.

Saint Johns University | Bachelor of Arts Grad June 2005

Communications
Collegeville

Links

Website www.drewolsen.design