

DYLAN WAGNER

TECHNICAL DIRECTOR / SR FULL-STACK DEVELOPER / UX DESIGNER

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PROFILE

Versatile full-stack developer, UX designer and digital product manager with 9+ years of experience directing and leading impactful digital solutions through team leadership and hands-on involvement. Founded and scaled a digital agency, partnering with diverse clients across industries to create user-centered products that drive engagement, solve technical challenges, and grow revenue. Skilled in leading cross-functional teams, managing product lifecycles, and aligning digital strategies with organizational goals. Expertise includes UX/UI design, web development, and agile methodologies. Passionate about leveraging entrepreneurial experience to foster growth, develop new products, and deliver exceptional digital experiences in a corporate setting.

EDUCATION

B.A. Computer Science
minor in Business
Texas State University

EXPERTISE

- Web Development
- UX Design
- User Research
- Project Management
- WordPress Engineering
- SEO
- REST APIs
- Agile Methodologies
- Waterfall PM

TOOLS & LANGUAGES

- Figma, Sketch, Miro
- Adobe CC
- Jira, Monday, ClickUp
- PHP
- HTML/CSS/SASS
- JS (ES6, React, jQuery)
- GitHub
- Gulp, Grunt, etc.
- GA, GTM, Optimize
- WordPress, Shopify+,
Drupal, WooCommerce

EXPERIENCE

TECHNICAL DIRECTOR, SR DEV, DESIGN LEAD

TXCAPstudio | 2016 - Present

- Founded and operated TXCAP Studio, a web design and development company in Austin for 9 years, building a base of 50+ national clients and completing nearly 200 successful projects for organizations like the University of Texas, Houston Community College and ActiveProspect, as well as partnering with several marketing agencies across the U.S. as their preferred WordPress consultant and Web Development partner.
- Led UX process, development efforts and technical strategy for all mission critical projects and architected custom WordPress themes, plugins, WooCommerce extensions and custom API integrations to serve client needs and provide top notch digital products.
- Utilized waterfall & agile methodologies using Jira to manage custom design and development projects, keep team on pace and properly adjust to dynamic client needs throughout the course of a project.
- Led design, development & digital strategy meetings with clients, outside marketing teams and TXCAP Studio team to take requests from key clients, build out new features and solve problems for dynamic organizations in changing economic and technological landscapes.
- Managed dynamic team based on project backlog of multiple designers, developers and vendors to successfully deliver digital projects on time and within budget.
- Strategized and built internal dev workflows using GitHub, Gulp, and more to assist with quality control, maximize efficiency and enable successful remote collaboration.
- Applied understanding of UX, WordPress CMS & digital technologies to optimize websites for SEO, website performance and conversion.
- Consult closely with eCommerce clients to dive into analytics, make data-driven decisions, and push towards increasing conversion rate, revenue, average order value and engagement metrics. Also strategized ways to collect more potential customer data to equip marketing teams with more qualified audiences.
- Ran discovery sessions with key stakeholders to build customer journeys, technical dependencies, dev roadmaps and other early project pieces to drive the rest of the project through a multi-phase approach of design to development to launch.