

ALEX TROST

Developer Experience Lead

New Haven, CT <https://trost.codes>

EXPERIENCE

Prismic Feb 2021 – Present

Lead Developer Experience Engineer (Jan 2022 – Present)

Developer Experience Engineer (Feb 2021 – Jan 2022)

- Created 9 solo YouTube courses covering Next.js, Three.js, and GSAP, generating 1.2M+ views and 9,000+ signups, making video the #1 acquisition channel for Prismic for over a year
- Conceived and managed an interactive Prismic demo that reduced onboarding time from 30 minutes to under 1 minute, resulting in the highest-converting page type on the site at 2x the rate of other pages
- Managed a cross-functional team of up to 5, including engineers, a community manager, and a content manager, overseeing Prismic's open source SDKs (Next.js, Nuxt, SvelteKit, React, Vue) used by every Prismic customer
- Oversaw a complete documentation rewrite of 50+ pages, unifying developer and marketer docs into a single, LLM-friendly hub designed for both technical and non-technical users
- Built the official Prismic starter template used on Vercel's platform for launching new Next.js + Prismic projects
- Represented Prismic through developer podcasts, an in-person interview with Svelte creator Rich Harris, and experimental content formats including live coding streams and a web dev news show, iterating based on performance

Frontend Horse 2020 – 2023

Creator

- Built a developer community and publication focused on creative frontend development, growing to 1,300+ Discord members, 78 newsletter issues, and 80+ live streaming episodes featuring expert guests
- Created and hosted two 5-hour holiday fundraiser live streams, raising \$28,000 total for ocean cleanup and Doctors Without Borders by securing donation matching from companies including GitHub, Netlify, and Cloudfire
- Attracted a following that led directly to recruitment by Prismic and guest appearances on podcasts like CodePen Radio

Digital Surgeons Oct 2019 – Feb 2021

Engineer

- Built responsive websites for agency clients using React, Next.js, Vue, Gatsby, and WordPress, translating designer mockups into pixel-perfect frontends
- Worked with clients including FreshPet and Jarlsberg, handling both greenfield builds and legacy site migrations

Green Check, Inc. Dec 2018 – Oct 2019

Software Engineer

- Built front-end components and architecture for a fintech SaaS platform serving cannabis dispensaries, with a focus on accessibility best practices

GoNation Aug 2018 – Dec 2018

Jr. Front End Web Developer

- Developed platform features for hundreds of customer websites in PHP and JavaScript, and designed reusable templates to increase production speed

SKILLS

Languages & Frameworks: JavaScript, TypeScript, React, Next.js, Vue, Nuxt, SvelteKit, Astro, HTML, CSS, GSAP, Three.js

Developer Experience: Technical content creation, video production, documentation, developer advocacy, community building