Resume

Jared Roder

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Professional Summary

I am a web developer with over a decade of experience crafting attractive, engaging, and accessible web applications with diverse and talented teams. I am an expert in user experience delivery, excelling in communication and application of core front-end technologies, and adopting new ones. I operate with the belief that the web should be <u>functional</u> and *enriching*, giving users a rewarding sense of effortless agency. I have a proven track record of collaborating with all sorts of client and development teams to deliver enterprise-level, performant user experiences used by millions.

Core Competencies

- UI/UX Development

- Communication & Documentation

- Architectures: SPA (React), MVC

- Dev Leadership

- Accessibility (WCAG)

- Optimization

- Active learning

Technical Skills

- **Front-End:** JavaScript, HTML, CSS, Sass, Bootstrap

- **Build Tools:** Webpack, Vite, Gulp.js, Grunt

- **Design Software:** Figma, Adobe XD

- **Project Management:** JIRA, Confluence

- **E-commerce:** Salesforce B2C Commerce, BigCommerce, WordPress

- **Misc.:** VSCode, git, JSDoc, eslint, Browserstack

Professional Experience

Senior Front End Web Developer, Merkle, Inc.

August 2021 - September 2024

Under Armour (underarmour.com)

Skills: JS, Sass, React.js, Webpack, Communication, Optimization, Adobe Target, Active learning

- Co-led feature development for the A/B testing team on Salesforce B2C Commerce (SFRA & PWA-Kit)

- Engineered responsive, high-performance user interfaces resulting in enhanced user experience and site engagement

- Increased A/B test delivery velocity by 67% over three years, from 30 to 50 tests annually, through efficient front-end implementations

Johnson & Johnson (Neostrata, Neutrogena, Exuviance, Rogaine/Regaine)

Skills: JS, Node.js, Sass, Communication, Performance optimization

- Developed new responsive product page design for Neostrata.com, resulting in a 7% increase in conversion rate

- Implemented advanced front-end techniques to improve overall site performance and user experience across multiple brand sites

- Completed the development and deployment of the client's first Optimizely A/B test

Front End Web Developer, PFSweb, LiveArea

August 2014 - August 2021

Peter Millar (petermillar.com)

Skills: Dev leadership, Code review, Communication & Documentation, Node.js, Sass, WCAG

- Front End Development Lead for Salesforce B2C Commerce implementation

- Exceeded 85% compliance goal against WCAG 2.0 AA accessibility standards, verified by Google Lighthouse and Usablenet AQA

method (methodproducts.com)

Skills: Communication, Solution architecting, Stencil Theming, Active learning

- Principal Front End Developer for BigCommerce implementation

- Worked closely with client design team to ideate and engineer sleek & modern storefront

- Designed and implemented technical solution for product pages with variation attributes

Lancôme (lancome.com)

Skills: Solution design, JavaScript, CSS, Communication

- Developed custom front-end feature enabling personalized engraving for fragrance products

- Implemented 15 responsive, interactive product promo landing pages, enhancing site engagement and promotional effectiveness

Fullbeauty Brands (fbbrands.com & affiliate sites)

Skills: Communication, Code Review, Node.js, Sass, Humility, Ownership, Performance optimization

- Brought on near the end of the project as lead front-end developer for the implementation for 7 brand sites

- Took responsibility for significant front-end code bloat and spear-headed effort to remove thousands of lines of unnecessary code. Resulted in average of ~20kb saved per page load.

Additional Projects

- Completed development of feature-rich product page redesign on Anastasia Beverly Hills (anastasiabeverlyhills.com) while colleague was out of office.

- Maintained and enhanced front-end components for Starbucks (starbucks.com) and Saint Laurent ([ysl.com/us](ysl.com/us))

Front End Web Developer, Impremis Technology

Summer 2008 - August 2014

Skills: Accountability, Active learning, Communication, Ancient technology

- Provided customized front-end web development solutions for small businesses in San Antonio, Texas

- Collaborated closely with clients to deliver responsive, user-friendly websites that enhanced their online presence

- Built and maintained strong client relationships through effective communication and high-quality front-end deliverables

Education

Bachelor of Science in Computer Science (Software Engineering)

Abilene Christian University, 2014