

Jake Guza

Web Developer

Summary

I love working with UI, especially when doing it close in step with designers or having the chance to contribute a bit to the UX or feature design. But I also certainly appreciate taking on bigger business challenges, from the engineering and technology, than just interface.

Technology-wise, while working at Apple, I've used and contributed to mostly internally developed frameworks (some public facing), with a lot of vanilla JavaScript/ES6. But I have also had the chance to work with Angular and React, along with Node and a touch of MongoDB.

I've been lucky enough to work pretty extensively with WebGL, most of it years before it was openly available to the public. Using new and formulative tech is always exciting and definitely a plus in potential roles.

Beyond the code itself, I've led projects and done some project management, as well as some UX and UI design—all skills I'd be happy to build upon.

Experience

Developer at Apple

August 2015 - Present

Interactive, in-store digital marketing (for brick-and-mortar Apple Stores) in Apple's Marketing and Communication's department (Marcom).

Skills: Javascript/ES6, Grunt, Gulp, SASS, Responsive Design, Xcode, Swift, Accessibility, Localization.

UI Engineer at Apple

October 2011 - July 2015 (3 years 9 months)

Created individual ad units, framework design and tools for Apple's iAd digital advertising platform.

Proposed and prototyped iAd's "Blueprints" template ad offering, streamlining internal ad production, cutting down turnaround time on simple ad units to one or two days from two to three weeks.

Oversaw regular updates and additions to the Blueprints offering, improving features, the development process and maintainability.

Drove adoption of WebGL, GLSL shaders, and Three.js/Pixi.js for custom ad units, moving the boundaries forward on visual effect performance and possibilities.

Fine-tuned components and existing ads for memory management and improving framerates.

Individual mobile ad units developed (essentially micro-webapps) for many big brands.

JS framework design and development.

Internal webapp development design and development (PHP, MEAN).

iAd info: <http://advertising.apple.com> Examples: Coca-Cola “Arctic Home” - Portfolio Page | <http://portfolio.lazzuri.com/Coca-Cola-Freezer-Frenzy-iAd> | <http://www.innateagency.com/content/11/en/work/moneybadger/>

Lead Front End Developer at Harvard Business School Publishing

March 2011 - October 2011 (7 months)

Promoted to front-end development lead working with the product team on its two key business education web-apps.

Helped architect the front-end using a small, custom JS framework and D3.js within JSP.

Pushed the team into adopting an iterative design process for interface components and potential features.

Skills: Java, JSP, Freemarker, jQuery, PHP, MySQL, .NET, Apache, Flash, AS3, HTML5, CSS3, Canvas, D3.js

Senior Web Developer & Designer at Harvard Business School Publishing

August 2010 - March 2011 (7 months)

Internal tools for quickly branding instances of HBSP’s Harvard ManageMentor—cutting dev time by 80%—web-based XML editors, and analytics reporting interfaces.

Fully accessible custom HTML5 video player (pretty cutting edge in 2010...) falling back to Flash.

Building and designing online learning portals (websites wrapping the we-bapp content) for HBSP’s top clients including AT&T, General Mills, Unilever, AMD, US Airways, etc.

Fairly complicated SSO authentication system integrations.

Skills: jQuery, PHP, MySQL, .NET, Apache, Flash, AS3, HTML5, CSS3, Canvas, Prototype, MooTools, script.aculo.us

Web Developer at Modernista!

June 2010 - August 2010 (2 months)

Worked on the online side of an ARG-centered (alternate reality game) campaign for Showtime’s Dexter.

Weekly micro sites for the game with lots of JavaScript animation.

Big Wordpress-based site, functioning as a hub for the ARG players, with custom forums, widgets, and themes.

Primary non-ARG promotional site for the campaign with a leader-board tied into the Flickr API.

MySQL-backed proxy endpoint for third-party API mediation.

Wired Magazine article about the ARG: <http://bit.ly/9apDfZ>

Skills: Wordpress, PHP, MySQL, jQuery, HTML5 video, Canvas, CSS3, Twitter API, Facebook API, Flickr API

Education

Emerson College

B.A., Interactive / Experimental Media, 2007 - 2010

Activities and Societies: Gauge Magazine

University of Massachusetts at Lowell

2005 - 2006

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[Contact Jake on LinkedIn](#)