

Jake Ryan

Senior Full-Stack Developer (Front-End-Leaning)

Focused on building scalable, performant, user-centered experiences.

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EXPERIENCE

HUSL Digital, Remote — *Senior Web Developer*

OCT 2020 - DEC 2025

Led full enterprise-scale, pixel-perfect website builds based on in-house and outsourced designs and site architectures, including repository initialization, staging environments, and coordinated live launches.

Engineered and maintained an in-house flexible WordPress starter theme, including the development of a WP REST API-based graphical theme customizer to improve client usability and scalability.

Owned front-end architecture decisions with a focus on performance, accessibility, and long-term maintainability.

Met daily with cross-functional teams to align on priorities and execution; collaborated closely with Design and Digital Marketing to implement SEO and AEO best practices and support broader business goals.

WEBSITE

PORTFOLIO

<https://jaker-dev.github.io/>

LINKEDIN

linkedin.com/in/jakepotterr yan

TECHNOLOGIES

CORE

JavaScript (ES6+),
PHP, SCSS/CSS,
jQuery, Tailwind CSS

ADDITIONAL

React, TypeScript,
RESTful APIs,
Node.js, ADA
Compliance, WP-CLI

APPLICATIONS

CMS & CRM

WordPress, Webflow,
Hubspot, Shopify,
Drupal, Language
Localization Tools

BUILD PROCESSES

npm (Node.js), Vite,
Gulp

ESSENTIALS

Git, MySQL,
phpMyAdmin, Figma,
Photoshop, Google
Analytics, Tag
Manager

AirTank, Peterborough, NH — *Front-End Software Developer*

AUG 2019 - OCT 2020

Contributed to the extension and maintenance of the company's bespoke API-first e-commerce platform, ZiftrShop, with a focus on front-end functionality, UI updates, and API integration.

Handled ongoing client-facing work including website and application maintenance, bug fixes, and implementation of new feature requests.

Supported digital marketing initiatives by implementing A/B testing frameworks, analytics tools, and tracking scripts to inform data-driven optimization.

Subtext*, Portland, OR — *Senior Web Developer*

JULY 2017 - AUG 2019

Worked closely with designers and account managers to translate creative concepts into high-performing, scalable web experiences within a fast-paced digital agency.

Led full website builds from the ground up based on custom, in-house designs. This includes initializing repositories, staging sites, and coordinating live launches. Most websites were WordPress-based, utilizing a flexible starter theme that I also helped develop as part of an agency-wide effort to streamline the build process.

Fluid Advertising, Bountiful, UT — *Web Developer*

AUGUST 2015 - JULY 2017

Collaborated with developer teammates, designers, digital marketing team members and account managers in a fast-paced agency setting.

Coded pixel-perfect WordPress builds where the client has full access and flexibility to modify content. Set up MySQL databases, local development environments and staging environments for client review. Websites built from scratch using cutting-edge web technologies.

During my tenure, Fluid was the winner of 31 awards at 2017 AAF Utah Advertising Awards, making it the most awarded advertising agency in Utah.

IMS Advertising, Middletown, CT — *Web Developer*

AUGUST 2014 - AUGUST 2015

Worked with clients to develop user-friendly, aesthetically pleasing, well-functioning, and informative WordPress websites from the ground up.

EDUCATION

University of Vermont, Burlington, VT — *B.A. Computer Science*

AUGUST 2010 - MAY 2014

Minor: Anthropology. Faculty and Staff Award, University of Vermont Computer Science Fair, 2013.