

Jake Ryan

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

Focused on building scalable, performant, user-centered web 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 or outsourced designs and site architectures. This includes initializing repositories, staging sites, and coordinating live launches.

Engineered and maintained our in-house flexible WordPress starter theme, including the addition of a graphical theme customizer for ease of use from a client perspective.

Met daily with the full team to discuss priorities and tasks. Collaborated regularly with Digital Marketing and Design teams. Implemented digital marketing improvements to strengthen website SEO and AEO.

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

AUG 2019 - OCT 2020

Assisted in extending and maintaining the company's bespoke API-first e-commerce software, ZiftrShop. Handled routine client tasks such as website and application maintenance and implementing new feature requests.

Implemented digital marketing efforts, such as setting up A/B tests and tracking scripts.

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.

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

BUILD PROCESSES

npm (Node.js), Vite,
Gulp

ESSENTIALS

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

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.