Jillian Fetherston

Front End Engineer

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Links

LinkedIn

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About Me

I'm currently a frontend engineer for Fox Media helping to bring about a better user experience within the ad tech realm. Whether I'm building internal platforms and tools or managing client facing SDKs I am collaborative, enthusiastic, and a committed team player. No problem is too big nor project too small to warrant my eye for UI and attention to detail. When I'm not creating easy to implement reusable components I'm often out for a run or knitting a new sweater.

Skills

JavaScript

React

Typescript

Next

CSS / SCSS

Node.js

Redux

Mongo / PostgreSQL

Where I am and have been

Jul 2023 — Present

New York City

Frontend Engineer III at Fox Media

- Took lead role in developing internal tool allowing the ability to create and manage custom audience streams
- Took ownership of client facing SDK library implemented by multiple Fox web properties
- Created internal marketing platform LightHouse for creating, editing, and maintaining marketing campaigns for web properties.

Nov 2021 — Mar 2023

New York City

Frontend Engineer III at Boxed

- Worked as a backend engineer helping to write Boxed's SAAS catalog ingestion software
- Helped develop Boxed's SAAS front end beta application Spresso and was solely responsible for the creation of their Catalog and Bin Packing features
- Took ownership of Boxed's internal ads platform - BAP - becoming a point of knowledge for that platform
- Developed feature allowing users of BAP to duplicate existing campaigns for faster campaign creation

Mar 2019 — Nov 2021

New York City

Frontend Engineer II at Boxed

- Developed new features and pages for Boxed's internal tools platform called Foxtrot
- Wrote our own diffing software to allow us to track changes made to pages around Foxtrot
- Redesigned Foxtrot's Product Catalog page from a single taxonomy tree to a multi page experience for easier usability

Jun 2017 — Mar 2019

New York City

Frontend Engineer at Zola

- Redesigned Edit Wedding Website fow to increase website publish rate utilizing Optimizely to track engagement between versions
- Created hundreds of wedding website themes utilizing React and Less
- Brought new features such as a revamped guest RSVP experience to Zola users
- Worked collaboratively with Registry team to bring "unification" to Zola's web presence
- Oversaw and mentored wedding theme creation by front end contractors

Education

May 2015 — Aug 2015

New York City

General Assembly

Certicate in Web Development Immersive

GA offered a 12 week boot camp class which I completed. We focused mostly on front end technologies - JavaScript, HTML, CSS, and Angular as well as some back end technologies - Mongo DB and PostgreSQL. I used GA as a springboard to launch myself into a career change from food to tech and GA remains an incredibly positive formative experience.

Sep 2006 — Feb 2010

Hyde Park, New York

Culinary Institute of America

Bachelors

Trained under top french chefs learning classical french pastry arts and hotel restaurant management. Prior to my career change, I managed a french bread bakery in Hoboken NJ for several years.