



# JESSICA LAIR

SOFTWARE ENGINEER UI

## ABOUT

After 10 years, I traded in concerts for code when I left my life as an opera singer and learned web development. Now, I work as a software engineer. No, I will not sing for you, but I will fix that website you broke.

## PROFESSIONAL SKILLS

Javascript  
rest APIs  
React  
HTML, CSS, SASS  
PHP  
jQuery  
Adobe Target  
Optimizely  
Photoshop  
Sketch  
Zeplin  
A/B Testing  
Adobe Analytics  
Shopify  
program management

## VOLUNTEER WORK

City Youth Now  
Young Professional Board member

Code Tenderloin  
Code Immersion Instructor

## CONTACT

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W: www.itsmejessica.dev

## EDUCATION

BA Music  
Wingate University - 2012

Master of Music  
The Juilliard School - 2013

Tech Talent South  
Code Immersion Program - 2015

Tech Talent South  
Javascript Application Development-  
2016

UC Berkeley  
Product Management - 2018

## WORK EXPERIENCE

### ENGINEERING MANAGER

True Botanicals. | October 2019- present

- Acting as the company's primary technical resource and owner of architecture decisions.
- Lead a team of 6 engineers - onshore and off-shore.
- Migrated company to Shopify platform. Long-term goal is to move all pages into react and then use the shopify API to handle payments.
- Focussed on getting the bundle size down to improve page load time.
- Actively contributing to code and working as a mentor to the engineering team.
- Translate business requirements into fully functioning features, adhering to best practices.
- Facilitate daily standups, and sprint retro/planning sessions, while coaching teams in Agile practices
- Remove blockers on a given effort or guiding the team to remove blockers
- Assist with communication across all teams, improving transparency
- Designed and launched A/B tests and tracking.
- Manage the quality of code and production releases
- Maintain proper documentation for team consumption and onboarding
- Perform code reviews, with valuable feedback and mentoring

### SENIOR SOFTWARE ENGINEER TEAM LEAD

Gap Inc. | June 2018 - October 2019

- Continuing redesign and development of eCommerce platform in account management experiences
- Current project technology stack consists of React/Redux UI layer on top of a NodeJS application. Other technologies include Thunk, Unit Tests (Jest, Karma, Enzyme, Chai), ES6+, SASS, CSS3 animations, Stitch Design System, and Jenkins.
- Backfill role of loyalty product manager by helping build out product roadmap.
- Worked with the design team to review all designs for the loyalty program and provided feedback based on research and testing.
- Work closely with design, analytics, and engineers in order to deliver new buildout of the loyalty program
- Research previous KPIs in order to understand growth and area of opportunities and then come up with a long-term plan to help grow the product.
- Help assist in clearing all road blocks for the engineering team by executing meetings with cross-channel teams.
- Assisted in code reviews of pull requests, providing feedback to ensure code quality and standards were being met and kept.



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## WORK EXPERIENCE CONTINUED

SENIOR SOFTWARE ENGINEER / PRODUCT MANAGER - LANDING PAGES  
LendingTree | Dec 2017 - June 2018

- Owned and maintained separate domain for all landing pages that served SEM, SEO, Product, and creative campaigns.
- Worked closely with analytics and optimization to ensure all tracking parameters were passing correctly to segment and that all tests met a start and complete date.
- Designed, created, and implemented new coding style for all landing pages. Ran proof of concepts through A/B testing with SEM, increasing revenue from 500k a month to 1.2M on a single campaign.
- Attended a mobile speed Google hackathon and implemented necessary changes to landing pages to improve page load time, keeping optimization and best practices in mind.
- Brought page load time down from 9s to 1.8s on a throttled 3G experience
- Assisted in setting up A/B test in Adobe Target and launching them. Used personalization

SR. FRONTEND ENGINEER - CREATIVE  
LendingTree | 2015- Dec 2017

- Assisted in rebuilding [lendingtree.com](http://lendingtree.com) by moving it from a custom CMS to Wordpress by using HTML, CSS, JavaScript, and PHP.
- Assisted in building the Lendingtree Master style guide and started converting all css files to sass modules
- Was a part of the team that rebuilt the LendingTree form flow into a React app and handled integrating CSS for the platform.

TEACHING ASSISTANT  
Tech Talent South | 2015 - 2017

- Assist the instructor in teaching the Part-time Code Immersion class that focuses primarily on web development using the language Ruby and the framework Rails.
- Help cohorts become proficient with Ruby on Rails, HTML, CSS, JavaScript, jQuery, SQL, Deployment, APIs, Bootstrap, Github, and Ruby Gems.