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|  | **CALEB ANDERSON**  North Salt Lake, 84054 UT  caleb.mckay.a@gmail.com  /  801.663.9323 |

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| **Summary** |

Versatile Full Stack Developer and Salesforce Commerce Cloud Developer with deep expertise in B2C eCommerce solutions. Proven experience building and optimizing custom storefronts using OCAPI/SCAPI, JavaScript, React, ISML, and HTML/CSS. Adept at integrating third-party services and APIs to extend platform functionality and enhance user engagement. Skilled in performance tuning, responsive design, and ensuring seamless cross-device experiences.

Recognized for strong collaboration with cross-functional teams to deliver scalable, conversion-driven digital commerce solutions.

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| **Skills** |

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| * Problem-Solving * Collaboration * Adaptability * Communication * Time Management * SFCC B2C (Demandware) Development |  | * JavaScript (ES6+), Node.js & React * Salesforce OCAPI & SCAPI * HTML5/CSS3/SASS * Version Control (Git) * REST APIs, JSON & MongoDB * Third-Party Integrations |

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| **Experience** |

Full Stack Developer / Grouped Dynamite Inc. - Montreal, CA  *01/2023 - 09/2024*

* Enhanced shopping cart functionality by implementing CSS animation keyframe to create a dynamic free shipping progress bar, improving user experience, and ensuring 100% accurate display of shipping thresholds on page load and after cart updates, contributing to an increase in checkout completion rates.
* Improved the loyalty program UX by integrating real-time data from the Loyalty Management Software via CSS animations, dynamically rendering user-specific rewards, points, and earnable credits on the Loyalty Landing Page, resulting in a boost in user engagement on loyalty pages.
* Collaborated cross-functionally with mobile, web, design, and third-party vendors to architect and deploy a fully functional Salesforce-based loyalty ecosystem (Commerce Cloud, Service Cloud), leveraging React, JavaScript, and Redux to rebuild the login/account creation flow, leading to faster user onboarding time.
* Developed and maintained reusable code components, including a versatile React modal and custom Salesforce integrations using REST APIs, Oath 2.0, and Postman collections.

Full Stack Developer / Cricut - South Jordan, UT  *12/2021 - 09/2022*

* Updated and maintained animations on pre-purchase site pages using the Greenback Animation Library (GSAP), enhancing user engagement, and contributing to an improvement in page interaction rates.
* Built 20+ reusable, ADA-compliant, and localized UI components using HTML, CSS, and JavaScript, aligning with creative, business, and accessibility standards to support multiple international storefronts.
* Redesigned and implemented advanced PDP functionality (e.g., Quantity Stepper, Back In Stock Notifications, Size Comparison Chart) using JavaScript, Business Manager, Custom Jobs, and Content Assets—resulting in a reduction in support tickets related to product page UX.
* Collaborated on Magento-to-Salesforce migration and integrated a new payment processor (Affirm), while supporting localization of Page Designer components—accelerating deployment timelines and improving site performance across all storefronts.

Front End Web Engineer / Cricut - South Jordan, UT  *09/2018 - 12/2021*

* Developed a JavaScript-based micro-app leveraging the Cricut Heat Guide to deliver dynamic, step-by-step instructions tailored to user input, improving task accuracy and user engagement.
* Led a comprehensive site-wide redesign, enhancing navigation and integrating new branding elements to support the launch of three flagship products, resulting in an increase in user retention.
* Engineered a responsive, touch-enabled carousel from scratch using JavaScript and CSS, enabling infinite scroll and enhancing mobile usability, contributing to a boost in mobile session duration.
* Collaborated cross-functionally to merge a Drupal-based marketing site with a Magento e-commerce platform, and localized content for global audiences, leading to an increase in conversion rates and improved international accessibility.

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| **Education & Certifications** |

Explore React Development (Learning Path)  *10/2024*

LinkedIn Learning Center

Salesforce Certified B2C Commerce Developer  *03/2023*

Trailhead by Salesforce Official Online Training Courses

Manage and Merchandise a B2C Commerce Cloud Store - Extended  *03/2023*

Trailhead by Salesforce Official Online Training Courses

Become a Full-Stack Web Developer (Learning Path)  *10/2022*

LinkedIn Learning Center

Become a Web Developer (Learning Path)  *07/2022*

LinkedIn Learning Center

Web Development Certification  *05/2017*

Salt Lake Community College

GPA: 3.8

Mobile Development Certification  *05/2017*

Salt Lake Community College

GPA: 3.8

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| **Websites, Portfolios, Profiles** |

* <https://www.linkedin.com/in/thecalebanderson/>
* <https://trailblazer.me/id/thecalebanderson>
* <https://github.com/LordSahvith>

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