Mark Spirek

Software Engineer (Front End)

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SUMMARY

I'm a software engineer with emphasis on front end web technology. I have served as a key member, designer, and engineer for several startups, ecommerce companies, and digital agencies.

I also offer a strong background in marketing and user experience. I endeavor to push web and mobile platforms forward by pioneering features to delight and engage users.

I've developed websites for clients such as: **Butterball, Ortega, Ms. Dash, Bear Creek, Ricola, Blue Bunny, Bomb Pop, Fisher, McCormick, Screamin' Sicilian, Brown-Forman (Jack Daniels), Instacart, Tide, and Braun.**

EXPERIENCE

Software Engineer II — *at Zoro*

APR 2019 - PRESENT

Zoro — B2B eCommerce with over 6 million SKUs

- Overhauled product & paid search pages to increase conversions.
- Collaborated with Analytics & Data Science teams on conversions.
- Refactored Python/Django templates to Node/Vue.
- Contributed core elements to our Vue-based component library
- Conducted A/B Tests utilizing Google Optimize
- Wrote unit tests with 100% code coverage for all components
- Key engineer of "Auto-fitment" product matching feature.

Front-end Developer — *at Blue Chip Marketing Worldwide*

MAR 2018 - MAR 2019 -- NOV 2015 - OCT 2016

Blue Chip — a leading digital and shopper marketing agency.

- Jointly developed front-end component framework to launch unique websites for 40+ brands
- Worked with content strategists to develop content schema for use in our custom CMS to accommodate 20+ locales and languages
- Developed Single Page Applications for clinical trial recruitment for major pharma brands such as **Merck, Bayer, AbbVie, Bristol-Myers Squibb**
- Developed sites for clients such as **Ricola, Blue Bunny, Bomb Pop, Fisher, McCormick, Haribo, WeightWatchers, Tide, and Braun**

SKILLS

Front end development

HTML5 + CSS3

Sass / Less / PostCSS

Javascript (ES6+)

Vue + Vuex + Nuxt

TypeScript

GraphQL

Static Site generation (Nuxt/Gridsome)

Tailwind

Email Templating

Accessibility (ADA)

Testing

Jasmine / Jest Unit Testing

Cypress Regression Testing

Back end development

PHP / Laravel / Composer

Node / Express

Python / Django

MySQL

Build / DevOps

NPM / Webpack

AWS (EC2/S3/Cloudfront)

DigitalOcean

Docker

Senior Web Developer & Marketing Executive — *at Tidal Commerce, Inc*

OCT 2016 - MAR 2018

Tidal Commerce — payment processing and merchant services with a focus on providing custom solutions for payment card acceptance. I was tasked with utilizing both my marketing and development skills to lead development of new products & services, and generate leads via digital channels.

- Directed rebranding efforts
- Built and maintained marketing website and internal sales tools
- Increased web lead rate 20x in first 12 months
- Increased search impressions 10x in 12 months
- Implemented data focused sales strategy
- Curated web, email, and print campaigns
- Managed Google AdWords PPC and retargeting campaigns
- Implemented SEO, PR, and content strategies with strategic contractors
- Oversaw completion of PCI Level 1 certification

Co-Founder & Web Developer — at Impeccable Digital

AUG 2014 - OCT 2016

Impeccable Digital — a design and development studio in Chicago specializing in ecommerce development with happy clients around the world.

- Designed digital strategy and client workflows
- Grew customer base to meet goals within 1 year
- Hired and fostered highly skilled developer team
- Formed strategic partnerships with sub contractor services such as SEO, PPC, Content, Social, PR, and payment providers
- Developed and administered WordPress, Magento, and Drupal sites
- Built HTML/CSS/JS components for client websites

Impeccable Digital was acquired by Tidal Commerce in 2016.

Lead UI/UX Developer — 1Card, Inc (Cardley)

APR 2013 - MAR 2015

Cardley — a startup with a mission to link all of your various tender to 1 card. I worked closely with graphic designers, backend developers, and company executives to guide and shape the best experience for users and develop that into front-end code.

UI/UX Designer & Front-end Developer — Spark Hire, Inc

MAY 2011 - APR 2013

Spark Hire — a video interviewing platform. I was responsible for the user experience and visual design of Spark Hire. development such as the iOS/Android mobile app, email campaigns, landing pages, affiliate ads, ebooks, social media, promotional materials, and more.

Linux (Debian/Ubuntu)

Git

Vagrant

Marketing

Email Marketing

SEO

Schema.org

Google Analytics

Google Optimize

Google Tag Manager

Project Management

Agile / Scrum

Jira

GitLab / GitHub

Ecommerce

WooCommerce Development

Magento Development

Shopify Development

Stripe Development

PCI Compliance

CMS

Wordpress Development

Drupal Management

UX / Creative

Sketch

InVision

Adobe XD

Photoshop

Illustrator

OTHER PROJECTS

Pilot Car Loads — *2020-Present*

I co-created PilotCarLoads.com — a modern job board for the oversize industry. Users sign up and create "Load Alerts" based on criteria like location, position, and pay. When matching jobs are posted they are immediately sent to the user via text and/or email.

★ Web App, iOS App, Android App

★ Vue + Nuxt, Python, Tailwind, Stripe, Twilio, Mailgun

★ 1,100+ Registered Users

★ 85,000+ Load Alerts sent monthly

PlayTunes for Android — *2014-2018*

I co-designed and developed PlayTunes — a simple music player for Android used worldwide with a focus on compatibility for a wide range of devices and countries.

★ 4/5 Rating (300+ Reviews)

★ 50,000+ downloads

RECOMMENDATIONS

"I'm pleased that I can say that I hired Mark Spirek -- he's a reliable, smart and well-rounded front end developer. He delivered quality work on every project, has a great work ethic with no complaints, and he's a good guy to be around. I'd hire him back in a heartbeat, and give Mark my highest recommendation."
 – Dan Boland, Technology Lead at Critical Mass

"Working with Mark is pleasure. He is passionate about design and user experience, and cares deeply about the quality of his work. Mark is able to execute from high level concept through development with little oversight. He's an asset to any team."
 – Richard DeNardis, Chief Revenue Officer at Home Chef

"Mark, like any good front end programmer, takes designs, and produces the pixel-perfect code equivalent. He always meets expectations, but stands out in three key areas. On my first day... Mark told me that being a user experience designer meant that he, like the titular character of Tron, "fights for the user." Indeed, Mark will go to any length to ensure that visitors to the company's websites have the smoothest and friendliest experience possible. Mark is versed in the newest features of HTML5 and CSS3, he takes pride in his semantic markup. He is also a master of graceful degradation, rendering beautiful content in deprecated browsers. Last but not least, Mark is a dream to work with. He is always calm under pressure, and has a unique talent for lightening the mood in the office."
– Max Galloway, Developer at Spark Hire