

Justin Thomasson

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EXPERIENCE

- **SMATTER Magazine** New York, NY
Nov 2025 - Present
 - *Principal Consultant*
 - **Platform Reliability Initiative:** Directed the architecture and operational health of a high-traffic Next.js media platform. Ensured 99.9% uptime by managing security updates, automated backups, and CI/CD pipelines. Diagnosed and remediated critical production issues, implementing fixes that reduced P1 incidents.
 - **Knowledge Base & Process Documentation:** Created a comprehensive internal system for operational clarity and team scalability. Documented system architecture, maintenance runbooks, and incident response protocols, which ensured consistent knowledge sharing.
- **Freelance** New York, NY
Jan 2025 - Present
 - *Full-Stack Software Engineer*
 - **Next.js Modernization Framework:** Led the migration of legacy React SPAs to Next.js for multiple clients to enhance SEO and performance. Implemented Server-Side Rendering (SSR) and Static Site Generation (SSG), improving page load times by 40% and core web vitals scores. Built reusable TypeScript components to accelerate development.
 - **Full-Stack Client Application Development:** Developed and launched tailored web applications from concept to deployment for diverse clients. Translated business requirements into technical specifications, delivering solutions on schedule.
- **Scandinavia House** New York, NY
2022 - 2024
 - *AV Technician*
 - **Event Production Resilience System:** Owned technical execution and reliability for 100+ high-profile events. Diagnosed and resolved complex AV system failures under live pressure, preventing event disruptions. Designed preventative maintenance checklists that reduced equipment setup delays by 70%.
 - **Technical Training & Client Relations Program:** Trained and mentored 5+ colleagues on troubleshooting protocols and system operation. Managed client relationships for high-stakes events, receiving consistent positive feedback for technical expertise and problem-solving under pressure.

PROJECTS

- **Full-Stack Media Platform:** Performant, SEO-focused media website built with Next.js, TypeScript, and Sanity CMS, deployed on Vercel. Architected the entire project, implemented a responsive design system with CSS Modules, and owned the full lifecycle from design consultation to deployment and CI/CD.
- **Content Optimization Engine:** AI-powered content strategy tool built with Python and the OpenAI API that analyzes and generates SEO-optimized metadata, headlines, and posting schedules. Increased content engagement metrics by over 35% for users and automated publishing workflows via custom API integrations, saving 10+ hours of manual work weekly. Architected with security and rate-limiting considerations for sensitive data.

PROGRAMMING SKILLS

- **Languages:** Python, JavaScript (ES6+), TypeScript, SQL **Technologies:** React, Next.js, Node.js, AWS, PostgreSQL, Vercel

EDUCATION

- **Flatiron School** New York, NY
 - *Full-Stack Software Engineering Immersive*
- **Cal Poly Humboldt** Arcata, CA
 - *Environmental Resource Engineering and Appropriate Technologies Coursework*