

Senior Front- End Software Engineer Senior Front-End Software Engineer Senior Front- End Software Engineer - Fox Digital Consumer Group Los Angeles, CA Work Experience Senior Front-End Software Engineer Fox Digital Consumer Group - Los Angeles, CA February 2018 to Present

Created World Cup 2018 content pages that were consumed by more than 20+ million unique visitors on desktop, tablet and mobile viewports throughout the World Cup. Created CTA ad logic to be consumed on FoxSports.com by third-party advertisers, including Adidas. Created and maintained Google AMP (Accelerated Mobile Pages) content pages in order to improve page load time and SEO visibility across all mobile devices. Created performant partial HTML content to be consumed on third-party partner sites. Implemented A/B testing for various functionalities, including advertisement pre-rolls. Implemented internal and third-party beacons and collaborated with various stakeholders to verify proper reporting functionality. Improved the performance of foxsports.com by eliminating unnecessary code, which resulted in a 5% improvement in overall page load time.

Lead Front- End Engineer Sony Pictures Television - Culver City, CA April 2016 to March 2017

Managed a combined team of 6-8 developers and QA testers, including off-shore resources. Architected and Developed the new Crackle.com website in collaboration with third-party vendors. Developed an HTML5 video player based on VideoJS framework using Castlabs Digital Rights Management (DRM). Implemented Cross-Origin Resource Sharing (CORS) standards in order to take advantage of Single Page Application (SPA) architecture. Enforced security best practices in order to prevent OWASP vulnerabilities, such as Injection, Cross-Site Scripting (XSS) and Cross-Site Request Forgery (CSRF). Created a Grunt script to optimize page load time of the Crackle.com website by minifying, uglifying, sprite creation and caching, which resulted in an average speed improvement of 30%. Devised a bash deployment script that takes the GitHub source code, packages it for various deployment environments and deploys it to Microsoft Azure Cloud Web App instances for the respective environments. Collaborated with Akamai to ensure fast delivery of Crackle contents and assets. Collaborated with Akamai and Prerender.io to implement SPA caching for Crackle.com to be crawlable by search engines for the purpose of SEO.

Senior Front- End Engineer Sony Pictures Television - Culver City,

CA December 2013 to April 2016 Created a multilingual User Interface (UI) for the search box with an auto-complete dropdown list that is consumed by public end users at the top of all Crackle domestic and international websites (i.e., US, Brazil, Mexico, etc.). Connected the Crackle back-end to consume ThinkAnalytics search and recommendations engine results and developed a feed to be consumed by ThinkAnalytics engine via secure API calls. Created a public Crackle Search API to be consumed by internal and third-party clients. Revamped the Crackle.com header to a slimmer more robust and mobile-friendly user interface, configurable through an admin interface. Implemented the Adobe Analytics data collection and reporting suite, formerly Omniture SiteCatalyst, on all Crackle domestic and international websites. Senior UI Consultant Sony Pictures Entertainment - Culver City, CA January 2013 to June 2013 Developed the public-facing UI components of the Sony's Ci Media Cloud solution. Brought business concepts into functional UI interfaces using ASP.NET MVC, jQuery, CSS and Knockout. Gathered and enforced business requirements using SCRUM methodology. Created a web service layer to consume REST API calls within the application to achieve a distributed architecture. Ensured the delivery of final products as intended by the original concepts in a timely manner. Lead .NET Consultant Universal Music Group - Santa Monica, CA October 2012 to January 2013 Provided a roadmap and architected a new internal company application on the UMG intranet. Facilitated the smooth transfer of third-party hosted applications to in-house company hosted intranet. Developed UI concepts into working products using SQL Server 2008, ASP.NET MVC 4, jQuery, CSS and jQuery UI. .NET Consultant City National Bank - Los Angeles, CA May 2012 to August 2012 Contributed to centralizing the development efforts and created a roadmap for future UI development cycle. Managed the gathering of requirements and handling the communications between the middle-tier and front-end developers. Provided direction and mentored junior developers. Created functional UI components and interfaces using ASP.NET, jQuery, CSS and jQuery UI. Created a web service layer to be consumed by the internal application. Senior .NET Consultant Live Nation - Los Angeles, CA December 2011 to April 2012 Created a Java single sign-on application to connect users between two disparate system, using LDAP and SSL handshake. Improved and developed

company's internal web application using ASP.NET MVC, jQuery and AJAX. Coordinated efforts with third-party vendors. Successfully installed and tested third-party products. Worked under minimal supervision and ensured all deadlines were met. Senior .NET Developer Baseline, Inc - Los Angeles, CA March 2011 to September 2011 Architected and developed plans for a product conversion project from ColdFusion to ASP.NET MVC and jQuery. Organized the data structure to be consumed by the internal and client-facing company products. Created an n-tier WCF data access layer to provide content from various databases to various applications. Gathered Awards data from the publicly available published sites by creating a web crawler. Provided technical assistance and direction to other team members. Software Developer Myspace - Beverly Hills, CA April 2010 to January 2011 As a Senior member of the Ad Monetization Team, I implemented and maintained various third-party advertisement services, such as Google AdX, GFeed, AFC, AFS and FAN (Fox Audience Network). Implemented A/B testing on various portions of the site, including data-driven development in collaboration with Google engineers. Created a Monetization data access layer using various design patterns to be used throughout myspace.com. Refactored legacy code to conform to company's new coding standards. Responded to day-to-day ad hoc requests and swiftly resolved production issues using C#, ASP.NET, JavaScript, XML, HTML, and CSS. Created and embedded various internal and third-party beacons on many pages throughout the myspace.com. Implemented logging for various modules in the code base. Developed Microsoft Web Slices for various verticals at Myspace. Education Computer Science California State University Electrical Engineering University of California - Los Angeles, CA Skills Asp, Css, Asp.net, Web services, C#, C++, Html, Javascript, Bootstrap, Node.js, Wcf, Php, Python, Java, jquery, Mvc, Knockout, Soap, Sql, Rest, Front-End, Node, UI, HTML5, React, Front End, CSS3 Links <http://linkedin.com/in/raminjacobson> Additional Information 10+ years of experience in designing and developing small to large scale internet and intranet applications. Comfortable with a range of technologies, programming languages and open source projects. Knowledgeable in software architecture, front- end, middle-tier and back- end development. Software Development Life Cycle (SDLC) experience, including information gathering, solution design, development planning, code

review and merging, Quality Assurance (QA), production release, maintenance planning, and documentation. Experienced in various development methodologies, such as Agile (SCRUM), Kanban and Waterfall. Experienced in leading and managing development teams (onsite, remote, offshore) and providing direction. Experienced in working with third-party vendors, remote and offshore teams. Ability to take ownership of projects and managing with minimal supervision. Familiar with product management and project management. Passionate about technology.

NOTABLE TECHNICAL SKILLS (advanced): C#, JavaScript, HTML, CSS, ASP.NET/MVC (proficient): Java, SQL, LINQ, Bootstrap, React (prior exposure): PHP, C++, C, Python, Classic ASP, Node.js, Web Services, REST, CORS, SOAP, VideoJS, WCF, jQuery, Knockout among many others.

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