



Ariel Adams

Professional Summary

I am a front end web developer with over seven years experience working with HTML, CSS/SCSS, and JavaScript. Skilled in developing and testing responsive ecommerce sites that every user can navigate.

Skills

- HTML
- CSS/SCSS
- JavaScript
- jQuery
- Thymeleaf
- NextJS
- A11y Compliance
- GIT
- Linux
- Jira | Trello | Asana
- Content Management Systems
(Broadleaf Commerce, Contentful, WordPress)

Contact

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linkedin.com/in/arieltadams

Github:
github.com/arielbot

Work Experience

Senior Front End Web Developer

iFIT Health & Fitness | Mar 2021 - Present

- Refactored and modularized legacy codebase with a focus on component-oriented programming and A11y compliance
- Worked with backend developers and designers to implement new cart flow, client-side payment gateways, and other UI on multiple sites
- Researched various front end technologies and trained peers on skills relevant to the current stack (Cypress, Framer Motion, NextJS, Gatsby)
- Mentored junior developers and onboarded new hires

Web eCommerce Developer

ICON Health & Fitness | Feb 2018 - Mar 2021

- Developed mobile-first websites for multiple brands with HTML, CSS, Thymeleaf, and jQuery
- Ensured consistent page appearance and behavior across multiple browsers (IE11+, FF, Chrome, Safari) and optimized images for reduced load times
- Coordinated programmatic tasks across various brands and teams to launch European commerce sites
- Communicated with team members and QA daily to help maintain single codebase for multiple regions

HTML Email Designer

ICON Health & Fitness | Dec 2014 - Feb 2018

- Compiled reports on customer click-through and open rates per campaign
- Implemented and tested responsive HTML emails to properly display across multiple devices and browsers
- Launched campaigns with dynamic content through email services such as Salesforce, Strongmail, and SAP

Office Assistant

Utah State University | Aug 2012 - Dec 2014

- Managed and updated blog content on the S.J. Quinney College of Natural Resources website
- Designed promotional materials for graduate and undergraduate programs
- Helped faculty and staff troubleshoot Adobe Design Suite and Microsoft Office

Education

B.S. Technical Communication and Rhetoric

Utah State University | 2011 - 2014