

John White

Austin, TX | 478.972.1647 | jwhite279@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

7+ years of experience building and optimizing websites and landing pages using various CMS platforms and AWS technologies. Specializes in enhancing technical design and delivering end-to-end completion of enterprise projects. Experience in fast-paced technical environments, including Fortune 50 spaces. Skilled in cross-functional collaboration and improving workflow efficiency.

PROFESSIONAL EXPERIENCE

INTELLIBRIGHT | AUSTIN, TX

OCTOBER 2020–PRESENT

Lead Front End Engineer

- Solely oversee the development and maintenance of over 20 client websites
- Lead end-to-end creation of over 6 tailored client sites while partnering with Digital Strategy and SEO teams at all stages to resolve tech issues and enforce deliverables
- Incorporate a central theme template into projects, decreasing site creation times by 50%
- Enhance site performance and expedite page speed by 80% or more on average per client
- Collaborate with AdOps by installing GTMs and pixels to sites, optimizing website tracking and commercial use leading to pinpointing and categorizing qualified leads
- Debug 10 back-end API issues by collaborating with Backend Developers, improving lead analysis, and boosting conversion rate by 30%
- Design mock-up wireframes to streamline user-functionality by utilizing best practices resulting in improved final site UI/UX design
- Revamp the Quality Assurance process by creating a detailed checklist, resulting in a 60% reduction in errors on client websites
- Oversee and review the work of a freelance developer, effectively delegating tasks and monitoring project progress

PROVE | LOS ANGELES, CA

SEPTEMBER 2018–AUGUST 2020

Front End Engineer

- Utilized Gatsby.js, Craft CMS, and AWS to deliver 7 custom websites for clients, including DAOU Vineyards, Afrezza, and Rosland Capital
- Improved lead capture by 40% through building search functionality and custom registration forms for members
- Reduced critical request turnaround time by over 2 hours by resolving technical issues, reorganizing code structure, and refining development processes to avoid future occurrences
- Conceptualized and implemented new UX flow for Rosland Capital, increasing overall conversion rates by 20% in one month
- Supported major client by transforming the Shopify site in 4 days to facilitate a successful promotional Facebook live stream leading to increased product sales
- Audited sites for compliance with ADA and reformatted codes according to WCAG
- Co-created process documentation for the development department from scratch in Confluence, which led to a 50% increase in developer efficiency

FIRMITIVE CONSULTING | MANHATTAN BEACH, CA

DECEMBER 2017–JULY 2018

Front End Developer

- Performed code reviews and developed reusable React-Bootstrap components for a responsive design
- Ensured completion and punctuality of technical project deliveries in collaboration with the internal team, which led to beating the deadline by a week

Front End Developer

- Managed design, development, and maintenance of high-traffic websites with over 70K unique visitors a month in partnership with large-scale projects for enterprise clients, including ADT Security Services, Sprint Corporation, COX Communications, and Charter Spectrum
- Built and integrated over 50 client mockups and requirements into high-traffic websites using responsive and adaptive design while accommodating multiple legacy browsers and devices
- Deployed a host of technologies to meet or exceed client expectations, including WordPress, SASS, BEM, PHP, CSS, HTML, jQuery, Grunt.js

KEY PROJECTS

[Pokedex App](#) | React/TypeScript, HTML5, CSS3

[Amazon Clone](#) | React/Redux, React-Router, HTML5, CSS3

[Andrew Wolin, M.D.](#) | Custom WordPress Theme, HTML5, CSS3, Bootstrap 3, jQuery

EDUCATION

B.B.A, Marketing | Georgia College & State University | 2015

PROFESSIONAL DEVELOPMENT COURSES

Codecademy: HTML5, CSS3, JavaScript, React, Python

W3 Schools: HTML5, CSS3, Bootstrap, JavaScript, jQuery

Udemy: Modern React with Redux, ES6 JavaScript, WordPress Coursework

Code District Workshops: React, React-Redux, React-Router, Jest, Redux-Saga, AWS Static Site

SKILLS

Core Technologies/Tools: HTML5, CSS3, JavaScript, jQuery, Git, Bootstrap 4, SASS, PHP, Gulp.js, Grunt

CMS: WordPress, Shopify, Craft CMS, Webflow, Magento

Libraries and Frameworks: React, React-Router, React Hooks, Gatsby, Redux, TypeScript

Servers and Database Tools: AWS, MySQL, MAMP Pro, Sequel Pro, Firebase, FTP/SFTP

CRM: HubSpot, ActiveCampaign, Salesforce, LeadPerfection, Velocify

Project Management: JIRA, Asana, Accelo, Basecamp, Confluence