Carly Hayter

San Diego, CA || 619 813 4322 || carlyhayter@gmail.com || linkedin.com/in/carlymhayter || github.com/carlymhayter

Front End Software Developer

Dynamic Leader with Expertise in Software Engineering, Technical Operations, & Project Management

Highly experienced and versatile software developer offering expertise in technical project management, strategic planning, and front-end software engineering. Proven track-record of developing, troubleshooting, and executing successful software engineering projects aligned to organizational objectives with a focus on continuous process improvements, measurable deliverables, and user satisfaction. Deep technical expertise combined with an understanding of the importance of technical leadership, data-driven analysis, and stakeholder management. Collaborative and relationships-focused team leader with the goal of continually increased productivity and consistent outcome attainment. Individual dedicated to self-reflection and personal improvement who consistently exceeds performance metrics.

CORE COMPETENCIES

- User Experience
- Project Management
- Web Development
- Data & Analysis

- Operational Processes
- Team Collaboration
- Troubleshooting
- Strategic Planning

- Efficiency Improvements
- Software Engineering
- Front End Development
- Agile Methodology

PROFESSIONAL EXPERIENCE

Blue Telescope   *2022 - Present*
Lead Creative Web Developer

- Coordinated up to 4 development projects at a time, allowing employer to have product turn-around times of 3-8 months for custom websites
- Supervised the reconstruction of the employers website, saving employer 20000$ in external developer costs and building 20+ custom components in Typescript
- Created custom content/project management portal app for client, saving the company approximately 100 hrs of client interfacing, and reducing the time for sales proposal decks by an hour per presentation
- Drove project progress by developing detailed development timelines and asset organization for 6 projects, saving upper management 40+ hours in project management work time
- Collaborated with a teams of 5+ people per project, including designers, UX and UI professionals

Wild Earth   *2021 - 2022*
Front End Engineer

- Oversaw front end engineering for a series C plant-based dog food start-up valued at over $20MM, maintaining and building out feature work in a headless architecture site to drive performance, growing new customer base by 15%.
- Spearheaded an initiative to engineer a product cancellation flow to recommend alternative products and promote customer retention, diverting 31% of clients to new dog food formula purchase instead of cancellation, generating $20K.

- Designed and implemented a product quiz for the website which captured email from 85% of visitors and drove 55% of visitors to new subscription purchases, generating over $50K in new revenue per year.

- Collaborated with a team of 4 to engineer the account area of the website with a 100% collaboration satisfaction rating, incorporating user-authentication on the back end and Auth0 for login flow, reducing unactivated logins from >50 to 0.

- Assembled and developed component libraries from the ground up for over 60 components utilizing atomic design principles, while learning Gutenberg Blocks to develop 5 blocks to ease ability to update media for content creators.

CH Software Solutions   *2021 - 2023*
Web Developer and Designer

Client: Never Die Young
- Engineered a custom website for a music group, coding with React in the Next.js framework to deliver a finished product in under 5 business days, garnering hundreds of website visits in the first month and earning 100% client satisfaction.

- Created a custom logo, branding, and all design features of the website, including over 10 unique assets, while overseeing SEO to generate excellent Lighthouse score of 92 and first contentful paint at 1.7 seconds.

Client: CH Software Solutions
- Developed a Wordpress blog with a custom theme, set up HTTPS certification, and migrating site to AWS for hosting in 3 days, while writing 1+ articles per month on front end development topics, earning over 400 impressions.

- Created a portfolio site with modularized CSS for over 7 pages, achieving first contentful paint of 1.7 sec, a 97 accessibility score, and a 92 SEO score, while using AI API to generate a color palette tool, saving 1hr in design time.

Omniome   *2020 - 2021*
Research Associate and Developer

- Engineered a new DNA sequence monitoring tool for a biotech startup, taking the initiative to learn HTML, CSS, and Javascript for development, saving 1 hr per day of staff time per RA for over 1K hours per year.

- Automated the analysis of DNA sequencing metrics and produced graphical analysis by writing R scripts, saving 3 hrs per week, while analyzing reagent use per machine to identify excess and catch 2 leaks early, saving over $10K.

EDUCATION & TECHNICAL SKILLS

Bachelor of Science in Molecular Biology (Magna Cum Laude) – California State University San Marcos

Programming: Redux, React, Javascript, Git, NPM/Yarn, Next/Vercel, HTML5, CSS3, SASS, Gatsby, Webpack, Shopify, RESTful APIs, Recharge, Figma, Wordpress, GraphQL, Styled Components, Typescript, C++, R, Node.js, GitHub

Software Engineering/Design: SDLC, Web Applications, Web Development, Mobile Applications, SEO, User Interface Design, User Experience, Accessibility, Agile Methodology

Productivity: Microsoft Office Suite, Zoom, Google Workspace, Photoshop