Christopher Raser, Sr. Software Developer

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Career

I've spent more than twenty years working with software development teams on an endless variety of projects & feature rollouts.

I currently consult for Merkle, architecting & implementing mobile, web, data, and UI solutions. My depth of experience with technology and teams has made me an asset as an advisor on process and architectural matters, and as a hands-on developer.

I strongly believe that all software development is collaborative, and that interpersonal skills are often the difference between a good team and a great team.

Expertise

Frameworks & Development Processes
- **Salesforce Certified Commerce Cloud Digital Developer**
- **Salesforce Headless | API First Accredited Professional**
- **SFCC (Legacy, Site Genesis, SFRA)**
- Front end mobile development
- **React, Next.js, Node, jQuery**
- Jest, jUnitQUnit, Mocha, Chai
- Gulp, Yarn, webpack
- A/B Test Development with Adobe Target
- Microservice & API development with Spring & Spring Boot
- UNIX/Linux shell scripting
- Agile Development & Scrum
- Test-Driven Development

Programming Languages and Tools
- JavaScript, TypeScript
- Java
- JUnit, incl. Mockito & PowerMock
- HTML & CSS/SCSS
- SQL on MySQL, IBM DB2, MS SQL Server & Oracle
- WebStorm, VSCode, IntelliJ, Eclipse
- Git, Subversion, Mercurial, and CVS
- Resin, Tomcat
- Gradle, Maven & Ant, incl. custom extensions
- JSP, incl. JSTL and custom tag development
- Selenium WebDriver
- Config & Process Automation using shell scripts, node, Python

Experience

Lead Developer
9/2018 - Present

Merkle, IT & Creative consulting company.

Implemented One-Page Checkout
Served as Architect & Technical Lead on a project to replace the client's multi-page checkout flow with a single-page interface. Worked with the client, project manager, and remote development team to prioritize features and ensure on-time delivery.

Completed Overhaul of Cart & PDP Pricing Display
Took over efforts to address bugs and update how prices and promotions were displayed as part of the client's migration to Salesforce Commerce Cloud. Played a key role in preventing scope creep and worked with the client's team to clarify requirements and deliver this mission-critical portion of the work in time for go-live.

Led A/B Testing Development
Primary developer responsible for implementing experimental features of varying scope. Replaced the prior, manual development and testing process with automated builds to support automated unit testing, npm modules, reduce development time, and massively expand what could be injected into the browser.

Implemented server-side A/B testing support, coordinating and advocating for the needs of the developers, QA, Design, and Analytics teams.

Integrated Server-Side A/B Testing & Analytics
Worked with the A/B Testing & Analytics vendor to integrate their offerings with the client's "headless" website.

Migrated Front-End A/B Testing to Headless, React-Based Site
Upgraded the build and compilation framework for front-end A/B tests as the client migrated from a traditional HTML/CSS site to a "headless" site built in React/Next.js. Created proof-of-concept practices and processes to ensure that CSS and JS injected into the browser could "play nicely" with React.

This was key in ensuring that A/B Testing could continue rapidly prototyping and testing new features and delivering insights to the client.

Java Developer **5/2017 – 8/2018**	*PACSUN, clothing retailer.* Maintained a site based on Salesforce Commerce Cloud (previously known as Demandware) and developed Java-based integration components between PACSUN and trading partners. Helped to introduce automated regression testing using Selenium Webdriver & Cypress, and JavaScript & Demandware Script unit testing using Jest. Built custom Java-based integrations with 3rd party service providers to address holiday surges in demand.
Senior Java EE Software Developer **5/2016 - 8/2017**	*Revolve, online clothing retailer.* Worked on a small team of developers using SCRUM and Agile-style development cycles to maintain and improve a customer-facing retail site and a suite of REST APIs used by Revolve's mobile apps. Upgraded legacy areas of Revolve's codebase (Java Servlets & JSP), and built out new features using Spring & Velocity.
Senior Software Developer **2/2012 – 5/2016**	*TouchCommerce, chat support solution provider.* Worked on a distributed team of JavaScript developers using Agile development practices to build and maintain a customer-facing mobile chat client working as a plug-in for customer web sites. Helped build a solid foundation on which we could build a solution that supports the variety of mobile devices, operating systems, and browsers used by our clients' customers.
Java Web Developer **7/2008 – 2/2012**	*Patagonia, outdoor clothing manufacturer and retailer.* Using Scrum and Agile Development techniques, worked as a Java Web Developer to build and maintain a web site for a major online retailer. Integrated with both proprietary and open source tools and services. Built software to deploy and revision control Endeca configurations, something Endeca's customer support said could not be done. Built software using Java, SQL, and Ant to link a Microsoft Dynamics AX ERP system with third-party web site used by wholesale customers. Developed a library of JSP custom tags to speed development and increase reusability, reliability, and maintainability of website code.
Programmer/Analyst **4/2005 – 7/2008**	*Interamerican Motor Corporation, aftermarket auto parts distributor.* Worked on a team of Java developers using IBM's WebSphere Commerce framework and the Talking Pictures automotive cataloging tool to build and maintain a customer-facing parts database, ordering, and returns system. Built a system using Java, XML, XSL, and Ant to synchronize catalog data between Talking Pictures, legacy IMB iSeries systems, and a WebSphere Commerce-based web site. Designed and implemented necessary extensions to WebSphere Commerce to support the needs of an automotive catalog.
Java Web Developer **10/2000 – 3/2005**	*Data Exchange Corporation, electronics repair, stocking and shipping.* Designed and maintained primary customer-facing web site for inventory management and electronics repair company. Worked closely with Oracle developers to create data exports and online resources to give customers visibility into the repair, replacement, and restocking process.

Education

Bachelor of Arts in Computer Science from Indiana University Bloomington, with a strong background in Object Oriented Programming and Design Patterns.