James Frysinger
Senior Front-End Web & Software Developer
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Executive Summary

Senior Front-End Web and Software Developer based in New York with over 15 years of development experience and leadership qualities. I've worked with high-profile brands, developing complex and engaging experiences with a passion for both form and function. Since 2006, I've developed interfaces for high-value, high-traffic websites and software for brands such as Nike, Foot Locker, Calvin Klein, Tommy Hilfiger, Speedo, Champs Sports, Wolters Kluwer, and others. My approach focuses on understanding customer and business needs, then developing scalable, clean, and performant code while utilizing the latest tech.

Technology & Skills

- JavaScript
- TypeScript
- Next.js
- React.js
- Node.js
- Jest
- jQuery
- HTML5
- CSS3
- Tailwind
- PHP, MySql
- UI/UX

- Component Dev
- Functional Programming
- Responsive Development
- API Integration
- Unit Testing
- A/B Testing
- SalesForce
- IBM Websphere
- WordPress
- Shopify
- Accessibility
- SEO

- Pixel Integration
- Docker
- Jenkins
- CI/CD
- Agile
- GitHub
- Jira
- Figma
- Sketch
- Photoshop
- Illustrator

Experience

Foot Locker

Senior Engineer, Web Developer (Aug 2024 – Present)
Successfully developed A/B test for Foot Locker and Champs Sports E-Commerce web sites globally (NA, EMEA, APAC).

o   Developed A/B tests for Foot Locker & Champs Sports e-commerce websites, enabling the business to analyze data and to create a roadmap for implementing revenue-generating enhancements and features.
o   Developed tests using JavaScript, CSS, HTML and Adobe Target on a React/Typescript ecosystem.
o   Participated in ideation sessions and contributed new test ideas for upcoming sprints.
o   Contributed in grooming discussions, worked closely with product owners, QA, and UAT teams.

Nike

Front-End Software Engineer (Dec 2022 – March 2024)
Successfully developed key functionality and components for Nike's internal software to track and maintain endorsement contract monetary obligations.

o   Developed UI components and business logic for Nike's internal software using React/TypeScript which enables users to perform internal business tasks related to endorsements monetary obligations.
o   Demonstrated expertise in front end best practices by writing clean reusable code, separating areas of concern, considering and implementing performance and accessibility standards.
o   Engaged in CI/CD, Agile development practices.
o   Designed features and layouts using Figma.
o   Unit tests using Jest and react-testing-library to maintain and deliver reliable code.
o   Contributed in design discussions and grooming sessions for new features and business initiatives. Contributed in sprint planning sessions and daily stand-ups.

PVH (Calvin Klein, Tommy Hilfiger)
Senior Developer (Jun 2013 – Aug 2022)
Front end UI/UX development for Calvin Klein and Tommy Hilfiger e-commerce web sites, feature development, content, A/B tests, API integrations.

- o Successfully developed pixel perfect reusable UI components and layouts for multiple site redesigns and re-platforms.
- o Developed React.js micro-campaign pages for Calvin Klein celebrity collaborations, runway shows, capsule collections and promotional events.
- o Maintained and developed bi-weekly sales and promotional content refreshes throughout the e-comm website for both US and CA regions.
- o Performed A/B tests to improve customer experience and conversion rate.
- o Led and mentored engineers to ensure the development met business requirements and delivery was on schedule.
- o Contributed in sprint planning sessions and daily stand-ups.

Wolters Kluwer
Software Engineer (Sep 2012 – Apr 2013)
Front-end UI/UX development for internal Java based desktop application rewrite to Angular SPA, JavaScript, CSS, and HTML.

- o Designed UI/UX layouts using Sketch.
- o Participated in design and architecture planning discussion.
- o Engaged in CI/CD, Agile development practices.
- o Contributed in sprint planning sessions and daily stand-ups.

Digital-Day Creative Group, Quez Media, Ante Up Audio
Website Developer (Aug 2006 – Sep 2012)
Front-end UI/UX development for brands such as Smuckers, Reynolds Wrap, Duck Brand Tape, Pillsbury and others.

Meta on Coursera Certification
Meta Front-End Developer (Earned May 2024)