



James Frysinger

Senior Front-End Web & Software Developer

jimmyfrysinger@icloud.com

www.jamesfrysinger.com

www.github.com/jamesfrysinger

Executive Summary

Senior Front-end web and software developer based in New York. 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 and experiences 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 technologies.

Technology & Skills

- JavaScript
- TypeScript
- Next.js
- React.js
- Node.js
- Jest
- jQuery
- HTML5
- CSS3
- Tailwind
- PHP, MySQL
- UI/UX
- Component Dev
- Functional Programming
- API Integration
- Unit Testing
- A/B Testing
- CSS Styling
- 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 all Foot Locker brand E-Commerce web sites globally, including North America, Canada, Europe and Asia.

- Developed A/B tests for Foot Locker brand e-commerce websites, enabling the business to analyze data and create a roadmap for implementing revenue-generating enhancements and features.
- Developed tests using JavaScript, CSS, HTML and Adobe Target on a React/Typescript build.
- Participated in ideation sessions and contributed new test ideas for upcoming sprints.
- 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.

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

Calvin Klein

Senior Developer (Jun 2013 – Aug 2024)

Developed front end UI for Calvin Klein B2C e-commerce web site (US/CA), developed weekly site content refreshes, developed A/B tests, API integrations, pixel integrations.

- Successfully developed pixel perfect reusable UI components and layouts for multiple redesigns to deliver better performance, user experience and reduced bounce rates.
- Developed multiple React.js micro-campaign pages for Calvin Klein celebrity collaborations, runway shows, capsule collections and promotional events.
- Maintained and developed bi-weekly sales and promotional content refreshes throughout the e-comm website for both US and CA regions.
- Performed A/B tests to improve customer experience and conversion rate.
- Led and mentored engineers to ensure the development met business requirements and was delivered on schedule.
- 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.

- Designed UI/UX layouts using Sketch.
- Participated in design and architecture planning discussion.
- Engaged in CI/CD, Agile development practices.
- 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)