JEREMY HOOVER

UX/UI DEVELOPER

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103 Irene Ave. Stoney Creek, ON L8G 2B1

Front end developer with 20+ years experience, working in Product-Led Growth,

Responsible for Frontend development for Growth and SaaS teams within small to medium sized organizations. Prioritizes strategic and systems thinking, always keeping the end user goals at focus while also achieving organizational objectives.

SKILLS

- JavaScript development, using libraries and frameworks Next.js, Solid, React, Redux, React Query, Vite, Storybook
- Design System setup and iteration
- Strong knowledge of CSS development either using frameworks or vanilla styling
- User flow design and journey mapping

PROFESSIONAL EXPERIENCE

AGENCYANALYTICS

FRONT-END DEVELOPMENT   2021–PRESENT

AgencyAnalytics is a reporting platform built for Marketing agencies. During my tenure at the company I have moved from the marketing website team to the app growth team, helping to revision the onboarding process and help users get up and going faster.

Responsibilities:
- Worked on the Growth team to help new users onboard to the product
- Rebuilt onboarding flow, increasing completion rate by 10%
- Continued to iterate on onboarding flow, increasing Product Qualified leads by 8%
- Rebuilt key points of friction within the app to help new users understand the product
- Helped rebuild billing and payments UI to simplify checkout experience
- Created website Design System and UI Kit for rapid development and design consistency

COMPASS CREATIVE

WEB DESIGN / DEVELOPMENT   2011–2021

Compass Creative is a small marketing agency with strong brand and web capabilities.

Responsibilities:
- Plan and scope website projects
- Produce user flows and wireframes
- Visual and user interface design for web
- Front end development (HTML, CSS(SCSS) and JavaScript)
- CMS implementation, typically Statamic CMS (Laravel Based)
- Source and manage freelance developers
- User testing (through usertesting.com and usabilityhub.com)
- Maintaining 70+ websites and hosting on Digital Ocean

FREELANCE

WEB DESIGN / DEVELOPMENT   2010-2011

A brief stint as a solo web developer, managed contracts with agencies and directly with small businesses

Responsibilities:
- Partnered with small businesses to produce websites
- UX strategy, Visual Design, Front-end Development and CMS integration

GRACE TELEVISION NETWORK / WORLD IMPACT MINISTRIES

WEB DESIGN / DEVELOPMENT   2003-2010

GraceTV was a local religious television station based out of Niagara.

Responsibilities:
- Led Graphics and Web Department, interacting with marketing director
- Produced and managed websites for several aspects of the ministry including International Ministry, Magazine and TV Station
- Produced print magazine in multiple languages

EDUCATION

NIAGARA COLLEGE   HTML & JS COURSES   2004

GEORGE BROWN COLLEGE   GRAPHIC DESIGN   2002

WORLD IMPACT BIBLE INSTITUTE THEOLOGY & LEADERSHIP 2000

GEORGIAN COLLEGE   VISUAL ART   1999

REFERENCES

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