

# JASON FRANKLIN

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Frontend Developer with expertise delivering high-impact e-commerce solutions. Led the frontend architecture for YT Industries' flagship DTC platform, supporting 40 k daily visitors and generating over €300 k in daily revenue while improving performance and accessibility. Seeking to apply proven full-stack and UI/UX skills to drive growth and user satisfaction in a fast-paced product team.

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## EXPERIENCE

### FRONTEND DEVELOPER

YT Industries | *Hausen, Germany/ Remote*

SEPT 2020 – PRESENT

- Led all frontend development for a DTC brand of high-performance mountain bikes as the sole frontend engineer, owned architecture, feature delivery, and ongoing maintenance of the flagship e-commerce platform built with Vue and REST APIs, supporting an average of 40,000 visitors and generating over €300,000 in daily revenue.
- Spearheaded frontend efforts for two major website launches, rapidly mastering new technologies and delivering all required improvements and fixes to launch an entirely new site within the first six months.
- Mentored junior developers through code reviews, technical guidance, and onboarding support, which raised team productivity and code quality
- Served as a full-stack developer for two years, delivering end-to-end features such as new product and listing pages using PHP, MySQL, and Shopware; these changes improved user experience, performance, and backend flexibility for future business needs.
- Collaborated with backend and product teams to integrate multiple payment methods into the checkout flow, enhancing customer flexibility and driving smoother, more secure transactions.
- Developed the "Outlet" store, creating a new revenue stream and implemented the "Suspension Setup" tool to boost engagement and satisfaction.

### FRONTEND DEVELOPER

Nolton Drive-In | *Germany/Remote*

MAY-AUG 2020

- Developed the frontend of a full-featured e-commerce site for a drive-in movie theater.
- Built a responsive UI with Next.js, React, integrated Stripe API for secure payment processing, connected to Sanity.io CMS for content management, and an admin dashboard for convenient order tracking.

SEPT-DEC 2019

- Developed a new product concept using HTML5, Tailwind CSS, React, and Gatsby, ensuring accurate translation from design to production-ready code.

### WEB DEVELOPER INTERN

Appointer | Münster, Germany

## PROFESSIONAL DANCER, CHOREOGRAPHER, AND TEACHER

Tanztheater Münster | *Münster, Germany*

Stadttheater Bremerhaven | *Bremerhaven, Germany*

Ballet Nouveau Colorado | *Broomfield, CO*

2007-2020

- Performed leading roles in acclaimed productions internationally for audiences of thousands.
  - Held leadership roles of choreographer, rehearsal director, and company trainer.
- Crafted and directed creative projects from inception to completion, led and instructed groups of 20+, oversaw and upheld artistic integrity and quality, and made critical performance decisions.
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## EDUCATION

### IRONHACK BERLIN

*Berlin, Germany*

JAN-MARCH 2020

- 400 hr Full Stack Bootcamp focused on web development best practices and MERN.
- Winner of Ironhack Hackshow – MERN cycling app to allow users to create, track, and edit cycling journeys utilizing Mapbox.

### THE SCHOOL OF AMERICAN BALLET

*New York, NY*

2003-2006

- Selected for rigorous program at one of the world's leading ballet schools, demonstrating discipline and high performance.
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## SKILLS

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| • Javascript (ES6+) / Typescript    | • Creativity      |
| • React.js / Next.js                | • Innovation      |
| • Vue.js / Nuxt.js                  | • Desire to Learn |
| • HTML5 / CSS3 / Tailwind.css       | • Patience        |
| • Prisma / Postgres / SQL / MongoDB | • Discipline      |
| • Agile Methodology / Scrum / Git   |                   |
| • Shopware / PHP                    |                   |
| • REST API / GraphQL                |                   |
| • Mapbox / MapLibre                 |                   |
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