

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.

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.

SEPT-DEC 2019

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

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.

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

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