

Jason Martin

Senior Full-Stack Developer · Web Platform Architect

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PROFESSIONAL SUMMARY

Senior full-stack developer and web platform architect with 20+ years of experience designing, building, and leading enterprise-scale digital platforms. Architect of a district-wide website serving tens of thousands of daily users and creator of 70+ departmental and school sites. Expert in accessible, high-performance web applications using modern front-end frameworks and robust back-end systems. Known for end-to-end ownership—from discovery and information architecture to development, deployment, and training. Recently introduced AI-assisted workflows that reduced development time by over 60%. Seeking a senior-level role where technical leadership, scalability, and real-world impact matter.

CORE SKILLS

Front-End Engineering

React, Next.js, Angular, TypeScript, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, Responsive Design

Back-End & APIs

PHP (PDO), Node.js, RESTful APIs, MySQL, SQL Server, Data Modeling

Platforms & Frameworks

Custom CMS Development, WordPress, Bootstrap, Tailwind, Enterprise Web Architecture

Accessibility & Performance

WCAG 2.2 AA Compliance, Semantic HTML, Keyboard Navigation, ARIA, Image Optimization, Core Web Vitals

Tools & Workflow

GitHub, Google Analytics, Adobe Creative Suite, AI-Assisted Development, Debugging & Optimization

Leadership & Delivery

Technical Ownership, Cross-Department Collaboration, Stakeholder Communication, Documentation, Training & Enablement

PROFESSIONAL EXPERIENCE

Memphis–Shelby County Schools (MSCS)

Senior Web Engineer / Platform Architect (Web Services Advisor) | 2008–Present

- **Architected and led development of the district's flagship web platform**, serving tens of thousands of daily users across 100+ pages, with full ownership of front-end, back-end, data architecture, accessibility compliance, and deployment.
- **Designed, built, and maintained 70+ school and departmental websites**, standardizing design systems, performance practices, and accessibility patterns across the organization.
- Built full-stack platforms using **React/Next.js, Angular, PHP (PDO), MySQL, REST APIs, and Tailwind**, delivering scalable and maintainable solutions.
- Implemented **WCAG 2.2 AA accessibility standards**, including semantic structure, keyboard navigation, focus management, and screen-reader compatibility.
- **Introduced AI-assisted development workflows** that reduced build time by **60%+** while maintaining code quality, accessibility, and production reliability.
- Led discovery, information architecture, UI design, development, QA, deployment, and documentation for high-visibility initiatives used district-wide.
- Collaborated with communications, IT leadership, and multiple departments to translate organizational needs into stable, user-focused digital platforms.
- Provided training and documentation to editors and stakeholders, enabling long-term content ownership and reducing ongoing support overhead.

Key Platforms & Projects:

District Website (scsk12.org), After School Memphis, HR Talent Management Portal, MSCS Newsroom, LeaderBoard 2025, Accessibility Tools, Campaign & Department Portals

Shades Blue Creative – Founder / Lead Developer

Independent Consultant | 2003–Present

- Founded and operated a digital consultancy delivering full-stack websites and platforms for businesses, nonprofits, and education organizations.

- Led end-to-end delivery: client discovery, UX/UI design, front-end development, back-end integration, deployment, and long-term maintenance.
 - Built custom CMS solutions, e-commerce sites, and data-driven applications using PHP, MySQL, JavaScript frameworks, and modern UI systems.
 - Developed a reputation for reliability, problem-solving, and delivering high-quality products under tight timelines.
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EDUCATION & PROFESSIONAL DEVELOPMENT

- Ongoing professional development in modern JavaScript frameworks, accessibility standards, performance optimization, and AI-assisted development workflows.
 - Extensive self-directed learning and applied research across evolving web technologies.
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SELECTED ACCOMPLISHMENTS

- Architected and maintained an enterprise website serving **tens of thousands of daily users**.
 - Delivered **70+ production websites** across schools and departments with consistent design, accessibility, and performance standards.
 - Reduced development and turnaround time by **60%+** through automation and AI-assisted workflows.
 - Recognized internally for reliability, technical leadership, and the ability to solve complex problems independently.
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PORTFOLIO

 **shadesblue.com** – Selected enterprise platforms, applications, and case studies.