

# Joseph O'Driscoll

## Front-End Web Developer

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*As a MEAN Front-End Web Developer with over 10+ years of web development and design expertise, I've adeptly employed open-source technologies to construct dynamic web applications, cutting-edge mobile experiences, and immersive digital encounters. My diligent efforts have consistently facilitated business expansion and enhanced user experiences.*

## Experience

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### Rehab.com

*Director of Web Operations*

*Senior Performance Engineer*

Baltimore, MD

*October 2022 – May 2023*

*January 2022 – October 2022*

- Acted as a liaison between engineering, leadership, and sales, focused on understanding customer demand for new features, and prioritized the product roadmap generating an increase in monthly revenue.
- Implemented a long-term PageSpeed Insights (*Core Web Vitals*) strategy targeting domain performance that enhanced global ranking.
- Reduced customer attrition by 10% and improved the conversion rate by 5% by designing and executing A/B tests.
- Responsible for overseeing the refactoring of several web apps, which included Symphony (LEMP), WordPress (LAMP), Vue (MEVN), Angular (MEAN), and React (MERN) frameworks.
- Orchestrated the development of a new B2C SaaS product enabling patients a consolidated approach to finding rehab providers.
- Identified gaps in Google Analytics and led the implementation of new features across engineering and design, creating a monthly boost in helpline sales.
- Responsible for the planning and execution of four-week sprints, which articulated the product vision to engineering resulting in hitting 99.9% of product goals defined at the beginning of each sprint.

### Mindgrub Technologies

*Senior Software Engineer*

Baltimore, MD

*August 2017 – January 2022*

- Responsible for building ground-up user interfaces (UI's) with common JSX templating frameworks.
- Leveraged RESTful API services leveraging JSON, AJAX, LocalStorage, and SessionStorage.
- Utilized both AGILE and Waterfall methodologies to accomplish a variety of project deliverables.
- Conducted user testing, reviewed designs against usability heuristics, and performed performance audits on various projects.
- Collaborated on usability and accessibility best practices for WAI-ARIA, 508 compliance, and ADA/AODA standards.
- Optimized web apps for maximum speed and scalability utilizing modern tools focused on end-user deliverability and search engine requirements (*Core Web Vitals*).
- Oversaw the UI application shell and content management of multiple Progressive Web Applications (PWAs), employing Material Design principles, manifest.json configurations, and service workers for offline caching.
- Delivered web applications utilizing coding best practices, code documentation, and effective source control management.
- Developed applications across various domains, including eCommerce, loyalty rewards, data-driven solutions, and higher education using ReactJS, Angular, VueJS, and React Native.
- Participated in code reviews and implemented unit tests focused on reducing technical debt.

### Jellyfish US

*Senior Front-End Developer*

*Front-End Developer*

Baltimore, MD

*February 2016 – August 2017*

*August 2015 – February 2016*

- Executed the implementation of Accelerated Mobile Pages (AMP) on numerous LAMP stack web apps, coupled with A/B multivariate testing to monitor and enhance performance metrics.
- Utilized best practices in compatibility testing for browser, platform, and device optimization.

- Delivered senior-level mentoring – including but not limited to code reviews, project management, technical documentation, teaching for junior team members, and a proactive team attitude toward problem-solving.
- Leveraged early versions of Angular to construct a UI for a demanding call center's training and intake single-page application (SPA).
- Executed and delivered projects leveraging both AGILE and Waterfall principles.
- Responsible for 508 compliance and ADA/AODA accessibility standards.
- Supported the introduction of the Atlassian product suite across all departmental standards.
- Provided a leadership role in web development within a fast-paced agency environment.

## **kor group**

**Boston, MA**

*Lead Web Developer*

*August 2014 – July 2015*

- Collaborated as the front-end developer with the design team to establish workflows, user personas, and website content structure, ensuring a cohesive and user-friendly experience.
- Applied UI and UX design expertise to contribute to the design and development process, effectively collaborating and presenting ideas to stakeholders.
- Conducted user research and user testing to gather insights and feedback, iteratively improving the user experience and optimizing website performance.
- Managed multiple projects and time-sensitive deadlines.
- Demonstrated professional-level expertise in hand-coding HTML, CSS, and JS, implementing clean and efficient code practices to deliver high-quality front-end solutions.
- Efficiently manage multiple projects simultaneously, prioritizing tasks and meeting time-sensitive deadlines.
- Fostered effective collaboration with creative, technical, and client teams, actively participating in discussions and providing valuable input to achieve project goals and client satisfaction.

## **CogoLabs – Contactor**

**Cambridge, MA**

*Interactive Quantitative Producer*

*February 2014 – July 2014*

- Collaborated with a cross-functional team of engineers, designers, and product managers to ideate, build, and launch web-based startups from inception to deployment.
- Demonstrated experience building responsive email templates that utilize A/B testing methodologies and have undergone rigorous HTML testing with Litmus.
- Developed and maintain high-quality web applications using a variety of programming languages such as Python, Ruby, Ruby on Rails, PHP, and JavaScript.
- Implemented engaging user interfaces and experiences through front-end development tasks, including responsive email development, HTML, CSS (SASS and Dart), and JavaScript.
- Stayed current with industry trends, technologies, and best practices and leveraged this knowledge to propose innovative solutions and approaches.
- Actively participated in agile development processes, including daily stand-ups, sprint planning, and retrospectives, to ensure efficient project execution and timely delivery.

## **Shawmut Design and Construction – Contactor**

**Boston, MA**

*Interactive Multimedia Producer*

*August 2013 – February 2014*

- Executed daily web & email production for the company, located and resolved issues, conducted quality assurance, and tested the effectiveness of campaigns through A/B testing.
- Performed regular updates on web pages using content management systems and standard HTML/CSS.
- Worked with external web developers and the internal IS&T department to facilitate fixes of website and email platform bugs, enhancements, and new development.
- Built, tested, and distributed emails using email management platforms, HTML/CSS editors, email service providers, and standard web browsers.
- Created mock-ups and designs for web pages, email templates, banners, etc., using current industry best practices.
- Worked collaboratively with marketing/creative departments to propose and deploy new creative/interactive marketing strategies, production methods, and design changes.
- Expressed a solid grasp of online and offline direct response advertising principles and CRM.

## **Massachusetts General Hospital – Contactor**

**Boston, MA**

*Interactive Web Producer*

*November 2010 – June 2013*

*Interactive Creative Specialist*

*December 2010 – August 2013*

- Focused on producing web-ready assets and managing content across various websites using respective content management systems.
- Creating front-end XHTML/CSS templates for CMSs and web-based applications using design files (e.g., *Photoshop*, *Fireworks*) and adapting/repurposing existing HTML/CSS.
- Converting externally produced content to the appropriate electronic format and building packages using supplied editorial content and visual assets.
- Supported the Assistant Director of Communications for Electronic Communications and worked on assigned projects, including limited video and multimedia production, front-end web development and design, art direction, image cropping, optimization, e-mail template development, and other tasks.
- Collaborated closely with the director to implement AWS hosting solutions for various web applications, ensuring optimal performance, scalability, and cost efficiency.
- Provided technical troubleshooting support for the Department's applications and supported the Department's e-philanthropy platform, Blackbaud NetCommunity.

## **Aptima**

**Woburn, MA**

*Creative Media Specialist*

*March 2008 – October 2010*

- Served as a Creative Media Specialist, specializing in graphical design and multimedia training implementation.
- Expertise in applications such as Adobe, Autodesk, Animation, and Broadcast Graphics allowed him to excel in various areas.
- Successfully developed courseware for the Army and Air Force, including 40 hours of Interactive Multimedia Instruction (IMI) for the Combined Arms Support Command (CASCOM).
- Played a vital role in converting existing CD-based training to a web-based format, contributing to the accessibility and scalability of the training materials.

## **Healthcare Source – Internship**

**Winchester, MA**

*Junior Web Developer*

*September 2007 – February 2008*

- Developed and managed web applications using languages such as ColdFusion, JavaScript, CSS, HTML, PHP, XML, and Ajax.
- Worked with high-fidelity graphics and created layout designs based on pre-existing web applications.
- Used Visual Source Safe as a code management system.
- Managed projects using the Salesforce.com CMS system.
- Assisted in creating dynamic JavaScript PDF forms leveraged within proprietary web apps.

## **Earthbound Media Group**

**Irvine, CA**

*Junior Media Programmer*

*August 2004 – August 2005*

- Contributed to the design of electronic media such as interactive CD-ROMs built in Adobe Director, Adobe Flash apps, website design and development, corporate branding, dynamic e-mail, and marketing campaigns.
- Successfully managed multiple projects simultaneously in a fast-paced environment heavily involved in higher education and media production.
- Was a part of an award-winning design and interactive team, playing the role of the Front-End Developer.
- Introduced new technologies within the web industry, such as CSS2 and JavaScript.

# Skills

## Intermediate → Advanced

- Web Performance Optimization
- Collaborative Team Communication
- Front-End Templating (*HTML, CSS, JS*)
- CSS Preprocessors (*SASS, LESS*)
- AGILE Methodology (*Incl. Waterfall*)
- GitHub/GitLab/Bitbucket/TFS
- UI/UX Development & Design
- Responsive/Fluid Web Development
- Wireframing & Prototyping (*Bootstrapping*)
- Design Collaboration (*Figma/XD/Sketch*)
- WordPress Full-Stack (*ACF & Gutenberg*)
- Atlassian Management (*JIRA/Confluence*)
- PageSpeed Insights (*Core Web Vitals*)
- Search Engine Optimization (*SEO*)
- Front-End Code Review & Analysis

## Experienced → Intermediate

- Code Analysis & Troubleshooting
- GitHub Actions/GitLab CI
- AWS Cloud Tools
- Data Visualization
- Web/REST APIs
- JSON
- 508 Compliance/ADA/AODA Standards
- JavaScript ES5+
- Single Page Applications (*SPA*)
- Multivariate Data Analysis (*A/B Testing*)
- Software Development Lifecycle (*SDLC*)
- Google DataStudio (*Looker Studio*)
- MySQL (*phpMyAdmin*)
- Progressive Web Apps (*PWA*)
- Technical Project Management

## Familiar → Experienced

- CloudFlare (*DNS/Pages*)
- ReactJS
- Angular / TypeScript
- Tailwind CSS
- D3.js
- Mocha/JEST/ESLint (*TDD*)
- HTML5 Canvas
- StorybookJS
- Vue.js
- Internationalization & Localization (*L10N/I198N*)
- Drupal Theming
- Accelerated Mobile Pages (*AMP*)
- Shopify

# Portfolio

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| <ul style="list-style-type: none"><li>• Legal &amp; Law <small>(browngold.com)</small></li><li>• Cybersecurity <small>(dragos.com &amp; volexity.com)</small></li><li>• Communities &amp; Education <small>(whatwemadefor.us)</small></li><li>• Venture Capital <small>(sequoiacap.com)</small></li><li>• Senior Living <small>(sagelife.com)</small></li><li>• Food &amp; Beverage <small>(phillipsseafood.com)</small></li><li>• Non-profit <small>(ndpifoundation.org)</small></li><li>• Rewards &amp; Loyalty <small>(roforwards.com/rofo-rewards/)</small></li><li>• Healthcare &amp; Wellness <small>(childrensinn.org)</small></li></ul> | <ul style="list-style-type: none"><li>• Energy <small>(enchantedrock.com &amp; energysorepower.com)</small></li><li>• Political Awareness <small>(thinkbabies.org)</small></li><li>• Electric &amp; Home Utilities <small>(nbutexas.com)</small></li><li>• Government <small>(tak.gov)</small></li><li>• Drug Awareness <small>(youcanwa.org)</small></li><li>• Pharma &amp; Medicine <small>(vyleesi.com &amp; eqrx.com/us-en/)</small></li><li>• Home &amp; Commercial <small>(spartansurfaces.com)</small></li><li>• Manufacturing <small>(insource.solutions)</small></li><li>• Therapeutics &amp; Pharmaceutical <small>(ptcbio.com)</small></li></ul> | <ul style="list-style-type: none"><li>• Startup &amp; Product Design <small>(plantartech.com)</small></li><li>• Hospice Care <small>(gilchristcares.org)</small></li><li>• Automotive <small>(checktoprotect.org)</small></li><li>• International Awareness <small>(aliveandthrive.org/en)</small></li><li>• Boating &amp; Water <small>(venturetrailers.com)</small></li><li>• Leadership &amp; Mentoring <small>(postsecondaryvalue.org)</small></li><li>• Addiction Treatment <small>(rehab.com)</small></li><li>• Livery &amp; Transportation <small>(driveempower.com)</small></li><li>• Higher Education <small>(homevisitingtraining.umbc.edu)</small></li></ul> |
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# Education

- ITT Technical Institute, A.A.S. in Specialized Technology, Multimedia 2006 - 2008; 3.8 GPA *(Completed)*
- University of Phoenix, B.S. of Information Technology, Multimedia 2012-2013; 3.7 GPA *(Partial)*

Professional recommendations are available for review on LinkedIn...