

# Joseph O'Driscoll

Front-End Engineer – UI Web Developer

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## Rehab.com

Director of Web Operations

Senior Performance Engineer

Baltimore, MD *(Remote)*

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 a 10% increase in monthly revenue.
- Implemented a long-term PageSpeed Insights (*Core Web Vitals*) strategy targeting domain performance that enhanced ranking by 18%.
- Reduced customer attrition by 10% and improved the conversion rate by 5% by designing and executing A/B tests.
- Responsible for 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 \$50k+ 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 *(Hybrid)*

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 *(On-site)*

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.

*Additional work experience is available for review on LinkedIn...*

# 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 Leadership
- Technical Project Management
- Responsive/Fluid Web Development
- Wireframing & Prototyping (*Bootstrapping*)
- Design Collaboration (*Figma/XD/Sketch*)
- WordPress Full-Stack (*PHP, ACF, Gutenberg*)
- Atlassian Management (*JIRA/Confluence*)
- PageSpeed Insights (*Core Web Vitals*)
- Search Engine Optimization (*SEO*)
- Resource Planning
- Front-End Code Review & Analysis

## Experienced → Intermediate

- Code Analysis & Troubleshooting
- REST API
- GitHub/GitLab CI
- Docker
- AWS Cloud Tools
- Data Visualization
- Web API's
- JSON
- 508 Compliance/ADA/AODA Standards
- JavaScript ES6
- Single Page Application Development (*SPA*)
- Multivariate Data Analysis (*A/B Testing*)
- Software Development Lifecycle (*SDLC*)
- Google DataStudio (*Looker Studio*)
- MySQL (*phpMyAdmin*)
- Progressive Web Apps (*PWA*)
- Problem-Solving

## Familiar → Experienced

- GitHub Actions
- CloudFlare (*DNS/Pages*)
- ReactJS
- Angular / TypeScript
- Tailwind CSS
- D3.js
- Mocha/JEST/ESLint (*TDD*)
- HTML5 Canvas
- HubSpot Webhooks (*Llamdas*)
- StorybookJS
- Vue.js
- Selenium WebDriver
- Internationalization & Localization (*L10N/I18N*)
- Drupal Theming
- Accelerated Mobile Pages (*AMP*)
- Shopify

# Portfolio

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

- ITT Technical Institute, A.A.S. in Specialized Technology, Multimedia 2006 - 2008; 3.8 GPA <sup>(Completed)</sup>
- University of Phoenix, B.S. of Information Technology, Multimedia 2012-2014; 3.7 GPA <sup>(Partial)</sup>