John Hoysa
Austin, Texas • 512.914.0955 • johnhoysa@gmail.com • johnhoysa.com

Overview

I'm an experienced frontend developer specializing in JavaScript, CSS, components, style guides, and CMSs. I am passionate about creating websites and collaborating with cross-functional teams to deliver high quality projects.

Skills and Tools

HTML, CSS, SASS, JavaScript, Adobe Experience Manager, Magento, Craft CMS, GraphQL, REST API, GIT, Twig, JIRA, BitBucket, Confluence, Sketch, Figma, Adobe XD, and style guides.

Experience

Expedia Group

Frontend Developer, Oct 2023 - Present

As a Frontend Developer specializing in Adobe Experience Manager (AEM), I maintain and enhance Expedia Group's Partner and Escapia marketing sites.

- Developed and enhanced AEM components which enable authors to create engaging and consistent user experiences
- Built a reusable component library for Expedia's AEM implementations, leveraging existing components to streamline development and ensure consistency across sites
- Updated Escapia site using the ui.frontend folder to utilize components from the Partner site.
- Aligned components and grid systems with Figma designs to ensure project requirements were met
- Implemented event listeners to capture user interactions for data analytics

MRM

Frontend Developer, Feb 2021 to August 2023

I used Adobe Experience Manager and Magento to create unique user experiences, increasing sales and customer loyalty in various international markets for clients. I worked with cross functional teams to ensure quality code was delivered to meet project requirements.

- Created accessible components and forms for AEM using JavaScript, CSS and HTML
- Integrated Magento product and user data into AEM using GraphQL and Javascript
- Created documentation for authors and developers related to how components were to be authored and maintained
- Developed comprehensive style guides to ensure consistent and cohesive designs across projects

MacSales.com

Frontend Developer, May 2015 to Dec 2020

I collaborated with a team of front and back-end developers to create, and maintain all websites within the company umbrella.

- Worked closely with marketing leads and backend developers to build and migrate content into Craft CMS for manageability as an e-Commerce environment
- Used existing product website, owcdigital.com, and integrated it with Craft CMS
- Worked in tandem with UI/UX lead for creative implementation and execution of web projects
- Created a single page web app for Used Macs configurator and My Upgrades within the e-commerce platform using in-house APIs
- Ensured desktop layouts would translate to mobile views

John Hoysa
Web Development Consultant, 2005 to 2020
I worked on a variety of projects created for diverse clients, including Foda Studio, and Education Service Center 13.
- Improved website usability and business results, revamping customers' sites to highlight products and services, leading to increased interest and loyalty in brands
- Developed comprehensive training materials for Texas teachers and school administrators

Education Service Center Region 13
Web Developer & Project Lead, January 2012 - May 2015
I directed web development project life cycle, from defining goals/needs and providing technical insights to testing and delivery.
- Built and designed a video commenting platform for clients to provide timestamped comments that could be imported to Adobe Premier
- Developed a custom online conference platform with registration, profile and networking capabilities, live video streaming and commenting
- Created comprehensive online training materials for educators using jQuery, Flash, and interactive PDFs
- Trained users on WordPress, ExpressionEngine, and CraftCMS platforms, publishing tools, and site maintenance
- Generated wireframes, prototypes, graphics, and user experience

NetSpend
Frontend Developer, 2011
I created corporate and customer sites based on client needs. Conducted A/B testing to analyze campaigns and consulted on design enhancements to optimize usability.

Kinnser Software
Frontend Developer, 2010 to 2011
Developed the frontend to Kinnser's home health web application with HTML/CSS/jQuery in collaboration with backend developers.

Cta Architects Engineers
Multimedia Designer, 2008
Continued custom development of the company's CMS, allowing management and maintenance of the web site content.

Innovative Aftermarket Systems
Multimedia Designer, 2003 to 2008
Utilized numerous tools and languages to generate engaging web-based presentations, and print deliverables.

Education

Bachelor of Fine Arts with a Specialization in Photography
Southwest Texas State University, San Marcos, Texas
Rochester Institute of Technology – College of Art and Design, Rochester, New York