

# jonathan tucker

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## Experience

### VideoAmp

Los Angeles, CA

#### Principal Software Engineer

Oct 2021 – Sept 2023

- Led frontend development of SaaS platform allowing users to create custom plans and reports for advertising campaigns, built with **React**, **Typescript**, REST, and a custom UI component library, utilizing Agile development and CI/CD
- Responsible for the quality, consistency, and usability of the UI across the SaaS platform
- Collaborated with Product and Design departments to refine requirements, facilitate communication, and develop a shared vision and strategy for the platform
- Represented Engineering in a cross-functional, cross-departmental team tasked by the CEO with defining company direction for the upcoming broadcast year for an entirely new revenue source
- Led technical evaluation and recommendation of Business Intelligence tools for a Product-led initiative
- Led transition of UI codebases into a **Git** monorepo employing **gRPC**, **Protocol Buffers**, **Bazel**, and Trunk-based development in order to ensure greater consistency and ease deployments

#### Senior Front End Engineer

Jul 2019 – Oct 2021

- Performed code reviews and contributed to code standards and documentation in order to reduce bugs and improve performance across the platform
- Took ownership of the company's **React/Tailwind** UI component library, fixing any bugs discovered and overseeing new feature development
- Engaged in pair programming with junior/intermediate developers in order to improve code quality and drive professional growth
- Conducted technical interviews for frontend and full-stack developers
- Key contributor to the platform's revenue-increasing features and priority bug fixes
- Transitioned UI codebases from **React** class components to function components utilizing hooks
- Created custom **ESLint** rules for enforcing company code style standards
- Recognized for embodying the company values of *Ship It Fast* and *Create Trust* – 2020

### PepsiCo

Plano, TX

#### Lead UI Developer

Jan 2016 – Jun 2019

- Created **React/Gatsby** starter template, reusable UI component library, and **Sitefinity** CMS API integration as the base for all new marketing microsites created internally or by external agencies in order to improve development speed and maintainability
- Defined frontend technology stack and standards and conducted code review for all frontend code developed in-house or by third parties, ensuring quality and consistency of **React**-based Intranet and external-facing microsites
- Final decision-maker for all new hires for frontend team
- Brought all frontend code developed in-house under source control
- Improved performance and developer productivity by moving to more modern technology stack, updating codebase from **jQuery** to **React/Redux**
- Helped transition ad hoc service APIs to **GraphQL** in order to speed development of new features
- Led CMS evaluation project
- Performed interim scrum master duties
- Received PepsiCo Best of BIS (IT) Award – 2016

## Senior UI Developer

Aug 2012 – Jan 2016

- Led frontend development of personalized Intranet with 300,000 international users, built with **React**, **Redux**, **GraphQL**, and a **Material-UI**-based component library, utilizing Agile development
- Documented frontend development standards and best practices to improve code quality and consistency
- Drove internationalization (**i18n**) of intranet by utilizing **i18next** and **Contentful**
- Conducted all frontend developer interviews
- Worked with backend developers to standardize REST APIs, simplifying integration code in the UI
- Improving performance and code quality by replacing all **YUI/Dojo** code with **jQuery**
- Worked directly with screen reader users to optimize accessibility (**a11y**) of Intranet
- Created SPA microsites with **AngularJS** and REST
- Received PepsiCo Best of BIS (IT) Award – 2014

## Junior UI Developer

Jun 2009 – Aug 2012

- Worked with small team of UI developers focusing on feature development and bug fixes for corporate Intranet
- Fixed defects and cross-browser compatibility issues in existing UI codebase
- Created new, reusable UI components with semantic **HTML** and **CSS** for displaying and interacting with user-generated content
- Built mobile-optimized version of Intranet using **React Native**

## Farstar

Frisco, TX

## Junior Interactive Developer

Jun 2008 – May 2009

- Converted PSDs into **HTML**, **CSS**, and vanilla **JavaScript** for marketing microsites
- Created an **Adobe Flex** project template to streamline site creation
- Created new version of the company website using **PHP** and **WordPress**, improving performance, scalability, and ease of authoring

## Education

### Univ. of Texas at Arlington

B.A. in Philosophy (Minor in Computer Science)