

# Jon Hutchison

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## ***Experience***

### **Senior Software Engineer, Leafly** — August 2019 - Present

My primary focus at Leafly has been optimization of consumer facing products, whether that be performance optimization, code optimization, or optimization of features to provide users with the best possible experience for discovering and legally purchasing cannabis.

As a subject matter expert for web performance, I helped the engineering org define and maintain performance metrics. On multiple occasions I was tasked with improving the Core Web Vitals (CWV) metrics in multiple areas of the site. I doubled lighthouse and CWV scores on the home, strain and news pages (~60% of total site traffic) by creating a custom image component built to harness the powers of Imgix, reducing bundle sizes by nearly 50% by reverse engineering areas of our code base and refactoring pages to optimize load times with Next.js dynamic components.

I oversaw the migration of three separate projects where we converted javascript to typescript, removed legacy code and optimized the migrated pages for the most recent React.js and Next.js builds. One migration was a complete rebuild of a Wordpress-hosted part of the site, which involved converting our Wordpress install to headless mode, rewriting all PHP templates in typescript and optimizing the Wordpress REST API wider use.

I've also led the implementation of several consumer-facing features. They include setting up and using Directus CMS to enable marketing and SEO to quickly update sections of the site, a completely customizable home page using Directs CMS, a comparison shopping component that allows users to quickly see the closest and cheapest ways to purchase cannabis, a strain quiz component that helps users find the strain of cannabis that most fits their needs, and several React components for the Gutenberg editor in Wordpress allowing our content team to customize their articles.

I also serve as the frontend guild leader responsible for running monthly guild meetings and syncing the design team with engineering teams.

### **Senior Frontend Engineer, Spreetail** — January 2019 - July 2019

Served as engineering lead for marketing and content site wide using Strapi as a CMS and integrating it into our React, Next.js and Typescript project. I also converted our existing SCSS styles to styled components and created a robust image sizing solution with Imgix.

### **Frontend Engineer, Tastemade** — July 2016 - December 2018

Working directly with content creators and designers, I helped create a unique, interactive experience on Tastemade's flagship web site. I implemented several user-centric optimizations including saving recipes and subscribing to the company's premium offering.

### **Frontend Engineer, GPO** — September 2015 - June 2016

### **Frontend Engineer, Mutual Mobile** — July 2012 - September 2015

## ***Education***

### **Ohio University** — 2008 - 2012

Bachelor of Science in Visual Communication

## ***Skills***

React.js, Next.js, Typescript, Performance optimization, image optimization, Redux, Tailwind CSS, Styled Components, PostCSS, CSS-in-JS, Node.js, Jest, Jest Axe, Pa11y, Wordpress, PHP