RESUMÉ OF JASON COOPER

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Contact Information

Website
https://jasoncooper.site

LinkedIn
https://www.linkedin.com/in/jasonpaxtoncooper/

Phone Number
706-255-2417

Email Address
jasonpaxtoncooper@gmail.com

Address
1480 Uncle Ben Drive, Powder Springs, GA 30127

Summary

Hello! I'm a designer and developer looking for my next role.

Does your organization have a web application that is constantly enhanced with new features for your customers? Or maybe you have a vision where you're still working out the details? In either case, I am someone you want on your team.

I can bring a lot of value to your organization by accelerating the development process with my intertwined design and development workflow.

Once we're up and running, I'm an effective leader who can manage projects and guide a team efficiently. And I can pitch in wherever it's needed: development, design, operations, analytics, presentations.

Please reach out to me and I'm happy to share my thoughts and experience, and listen to yours.

Skills

Application Design

My journey into application design began over 15 years ago when I was hired to design a web-based print ordering application. The print side of the business did not last, but the application design did! I've designed dozens of B2B applications and websites, learning UX and UI best practices along the way.

I often work directly with stakeholders to collect requirements and learn about the systems and processes the new application will integrate with. But it's always helpful to collaborate with a product manager, who can bring a great deal of content matter expertise.

Prototyping

I create prototypes to test early ideas and discover obstacles. Originally my prototypes were sketches done in **Photoshop**, then they graduated to **HTML** static files. Today, I can quickly spin up operational prototypes with a **JavaScript** framework and database. I've used **Figma** to present and share ideas, but I find it an unnecessary step when I can code something just as quickly.

UX and UI Design

I collect as much information about users as I can before designing the user experience. In my experience, much of it is anecdotal and the only hard data comes from CRM platforms or legacy applications. I would enjoy the chance to conduct user research, but to this point budget and time constraints have not allowed for it.

My work in the B2B space has taught me the ideal user experience is intuitive, fast, and risk-free (meaning the user can always go back, undo, or delete). The user interface is informed by that philosophy - the process and controls should be so obvious that the need for instruction or documentation is almost redundant (but should stil be present!).

With my marketing background, I have an understanding (and appreciation) for brand identity and standards. I have a lot of experience applying a brand to all sorts of assets, including applications. I'm careful to make sure the UI design represents the brand without interfering with the connection between the user and the application.

Application Development

Today I am a **JavaScript** developer. For the last year or so, I've been focusing on **React**, especially with the **Next.js** framework. Prior to that, I worked with **Vue.js** and the **Laravel PHP** framework for several years. And prior to that, I was a big fan of the **Bootstrap** frontend framework with **jQuery**.

As a team leader, I'm experienced in **version control** and **Continuous Integration/Continuous Delivery**. I've worked with **GitHub Actions paired with Laravel Envoyer** for deployment and **BitBucket with Jenkins**. For JavaScript tests I've worked with **Cypress and Jest**. For PHP I write **phpunit tests**.

Artificial Intelligence

I've come to an obvious realization: AI is the future (if not the present) of application development. An effective application developer uses an AI coding assistant constantly, and only writes code themselves to tweak, adjust, or test. I've spent the last several months learning the coding language of the future: AI prompts that deliver specific, accurate code. To this end I've used **Copilot in VS Code, the Cursor IDE, and of course ChatGPT**.

I've experimented with the **OpenAI API** (see the **Role Matcher**) and **AI image generation**. My recent HAL9000 project was a deep dive into **voice model training, vocoder optimization, and working with LLMs**.

HTML

CSS

JavaScript

Typescript

PHP

Vue

React

Next.js

jQuery

Tailwind

Bootstrap

Laravel

MySQL

Git

Ubuntu

Bash

RESTful APIs

SOAP APIs

WordPress

Visual Studio Code

ChatGPT

TablePlus

Adobe Creative Suite

Inkscape

GIMP

Audacity

OpenShot

AWS

nginx

GitHub

Salesforce

Mailchimp

Work Experience

Senior UI Designer / Developer, Peerless Network

09/2018 - 04/2025

I led the design and development of the Peerless Portal, a customer-facing order automation platform. I started with a blank canvas and had the platform deployed in production with customers in 3 months.

Adoption increased from there. In the first year, Peerless Network required that all but the largest enterprise customers be serviced through the Peerless Portal. My team grew to 5 team members dedicated to the Portal project.

I wore the hats of team lead, designer, and developer. I worked closely with the voice product team, the customer account management leadership, and technical support to design features to support business units across the company.

Over the years, the Peerless Portal drastically increased its scope - upstream with quote-building and integration with Salesforce, and downstream with product usage reporting and support ticket management. Though Peerless Network was purchased by Infobip, a much larger, international company with its own platform, the Peerless Portal remains in use today.

Marketing Automation & Technology Manager, PGi
01/2016 - 09/2018
I was a marketeer. The swashbucklers of the marketing industry, marketeers operate on the uncharted edges of technology, embarking on campaigns long and short, bringing home ROI bounty.

I managed PGi's marketing technology, including marketing automation platforms (primarily Eloqua, but also Hubspot and Marketo) and content management systems (primarily WordPress). I also extend our marketing technology capabilities through heavy JavaScript and PHP development, and leveraging APIs.

Extended capabilities include integration between platforms (marketing automation, CRM, online chat, email, reporting, WordPress, webcasting, video), realtime asset deployment through API calls, web and email personalization, interactive web content, custom reporting dashboards, and custom partner data sharing portals with OAuth-managed access.

I relied on front-end frameworks like Bootstrap, Foundation, and WPBakery Page Builder to rapidly develop branded, responsive, interactive, usable, and aesthetically pleasing front ends to these capabilities.

Finally, I made sure the capabilities are available to other team members by developing easy-to-use interfaces and providing clear, illustrated, web-based documentation.

Systems Designer, Dynamic Marketing Systems (now Truelio)
05/2004 - 10/2015
For more than 10 years, I worked at the B2B marketing services firm Dynamic Marketing Systems. I started as a designer and implementer of print ordering and automation systems. I grew into an automator of all kinds of marketing - from print to email nurturing to sales support.

I also became a "utility player", a position I would assume throughout my career. I started managing our print ordering system, a project that required database management and HTML and CSS development. Then I managed all kinds of projects, which included helping designing business processes for our fledgling company. My day could include pitching business to clients, creative-directing a website, copy-writing and coding an HTML email, and preparing traffic reports with analysis.

Recommendations

"Jason is the perfect complement to any business or entrepreneur with a vision. He excels at taking big concepts and grand objectives and quickly transforming them into a detailed, functional application. During our time together at Peerless Network, Jason accomplished this first as a solo designer and developer and then shifted gears to leading a team that handled multiple projects simultaneously.

Jason's well-rounded skill set—coding, interface design, graphic design, and even copy-writing—combined with his can-do, helpful attitude ensure that any project he is involved with will be a success. I highly recommend Jason for your team!"

EVP, PRODUCTS & TECHNOLOGY
Jason's boss

"I had the pleasure of working with Jason for 5 years. During that time, he simultaneously carried the responsibility of project manager and team lead, all while being a daily contributor to the code base.

As a team lead Jason ensures that the team is always moving forward and that the product is always improving. He is constantly looking for ways to improve a code base and never hesitates to make himself available when a team member is struggling to overcome an obstacle.

The effectiveness of Jason's leadership and his willingness to dive into any challenge our team faced allowed us to grow a prototype application into a core component of our company's business operations.

Jason would be a great asset to any engineering team and I am thankful for having had the opportunity to work with him."

SOFTWARE ENGINEER
Jason's team member

Recent Projects

HAL9000

My first serious foray into AI development: training an AI voice model and working with a Hugging Face LLM.

jasoncooper.site

My portfolio website has been a whirlwind education and a lot of fun.

Peerless Portal

I designed and developed the Peerless Portal, an ordering automation and provisioning platform for a telecommunications company.