

Jesse Winton — *Bio*

I am an NYC based *design engineer*, specializing in creating exceptional user experiences and interfaces with modern frameworks. Typescript and type-safety die hard. I designed this resume.

Formerly a Senior Design Engineer at *PlanetScale*, working with the brand team to help market an endgame MySQL platform.

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Jesse Winton — *Experience* — 001

Senior Design Engineer

PlanetScale — 03/2023-03/2024

Built with: Next.js, Tailwind, Markdoc, Typescript, tRPC, Figma

What I did: As a Senior Design Engineer at PlanetScale, I was directly involved with all marketing and design efforts for the PlanetScale's home on the web at *planetscale.com*.

In my first four months at the company, I helped to design and consolidate the application infrastructure for the marketing site, moving us from separate Next.js and Remix applications, into a unified Next.js app on the App Router. This involved migrating, redesigning, and refactoring hundreds of components, as well as ensuring design consistency throughout the migration. After launch we saw immediate improvement to our web vitals, instant cross-department adoption, and drastically improved developer experience.

In addition, I led the *re-design* and rebuild of what is now the global navigation and search experience at planetscale.com. This involved a creating the framework in Figma, design reviews with other team members, and then weeks of iteration and design in code, coupled building out the mechanism to generate indexed, searchable content, pulling directly from our *docs*, *blog posts*, and *courses*.

Jesse Winton — *Experience* — 002

Co-Founder & Head of Engineering

VeroSkills — 08/2021-02/2023

Built with: Next.js, Tailwind, PlanetScale, tRPC, Prisma, Turborepo, Stripe

What I did: During my time at VeroSkills, I led and managed a full-platform rebuild taking 6 months worth of work from 8+ engineers and rebuilding it in 3 weeks. Deployed to Vercel with a *PlanetScale* database, managed auth with *NextAuth*, 3 Next.js applications and 12+ custom packages in a monorepo, 100+ fully type-safe API endpoints with *Prisma* and *tRPC*.

In the time I led the engineering team, VeroSkills raised *\$1.2m in VC funding*, based on our MVPs, and I oversaw and managed a *fully-remote* engineering team of 12+ engineers across multiple projects, including several contracted teams from around the world. To date, with the infrastructure that I was in charge of building, VeroSkills has raised an additional *\$4m in VC funding*.

As a very small team, I was also responsible for *UI & UX design*, including creating design tokens, and our React component library.

Jesse Winton — *Experience* — 003

Designer & Front-End Engineer

One Day Doors & Closets — 05/2020-08/2021

Built with: Next.js, Prismic, Prisma

What I did: While working at One Day Doors & Closets, I led and managed a *full-rebuild* of their existing marketing site, moving from a slow WordPress site with 600+ individual pages for 35+ dealers across North America to a custom Next.js application with *fully-dynamic, location-specific content*, using less than 50 individual Prismic documents. This reduced the work of content-management for marketing, and *simplified* the dealer onboarding process.

I also worked with other internal engineers to build a fully-custom *backend infrastructure* that served the needs of dealers, allowing them to manage custom content and opt-in to company-wide sales and promotions.

After the launch, we *maintained our #1 ranking* across all Google search results. I also worked directly with executives to *fully rebrand* the company, crafting updated branding, design, and copy.

Jesse Winton — *Experience* — 004

Designer & Engineer

Freelance — 05/2010-05/2020

Built with: React, Typescript, PHP, WordPress, HTML/CSS

What I did: While working as a freelancer, I had a multitude of responsibilities, including working with clients to ensure *clear goals*, and make technological decisions on a *project-by-project basis*. I would outline deadlines and KPIs for project *success*, and would regularly communicate with clients to ensure *clarity* on those metrics.

Photography & Video Creation

Freelance — 05/2010-05/2020

Worked in: Adobe Creative Suite

What I did: A bit of a different set of disciplines, I would work with clients to make creative decisions and lead the creation of stories and visual grammar.