


About Me



James Sartelle

Full-stack engineer with over 10 years of experience, with a focus on front-end. I'm passionate about user experience, accessibility, and making software feel delightful!

Oklahoma City, OK

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james-sartelle

Skills

Languages

HTML

HTML5

CSS

CSS

Sass

Sass

JS

JavaScript

TS

TypeScript

MySQL

Shell

Swift

Frameworks

React
Next.js

React Native
Expo

Vue
Nuxt

Svelte
SvelteKit

Tailwind

Jest

History

Experience

[Extra Card](#)

January 2022 – June 2024

Senior Full Stack Engineer

Remote

- Worked on teams ranging from 4 to 30+ engineers. Consistently met tight deadlines and adapted to mid-sprint scope changes. Explained engineering tasks in non-technical terms for PMs and leadership.
- Lead engineer for the Extra web signup funnel, built with **Vue**, **Nuxt**, and **Tailwind**. Implemented **TypeScript** across the codebase. Increased Lighthouse performance score by 20+ points. Implemented A/B tests to improve conversion rates.

Managed analytics through Google Tag Manager, Segment, and Rudderstack. Built auxiliary landing pages using Webflow and Sanity.io.

- Developed database schemas, controllers, REST API endpoints, and web and app UI for the *Extra Match* cross-sell feature, a PO initiative which successfully launched in Q2 2024.
- Contributed heavily to Extra's API, built on **Node.js** and **Express** using TypeScript and Objection ORM. Integrated with third-party service providers like Equifax. Wrote unit tests using **Jest**.
- Implemented new features in Extra's iOS and Android app, built with **React Native** and Expo. Led internal testing sessions and monitored staged rollouts.
- Developed a new funnel prototype using **Next.js** and **React Native Web**, deployed on AWS Serverless. Helped design a new microservice architecture for the backend.
- Designed and implemented **MySQL** database schemas to support new features. Wrote complex SQL queries to diagnose bugs and assist with data analysis.
- Tracked application performance and user frustration using **Datadog** dashboards, alerting, and Real User Monitoring, and **Sentry** error tracking.

Digichief

May 2018 – March 2024

Remote

Freelance Web Developer

- Built over 50 digital signage apps in vanilla **HTML5**, **CSS**, and **JavaScript**, helping Digichief leverage their content feeds into a full digital signage offering. Translated mockups into responsive layouts, optimized for strict network and memory usage limits.

Mood Media

June 2016 – January 2022

Fort Mill, SC

Senior Web Developer, Visuals

- Created 1000+ pieces of digital signage content using vanilla **HTML5**, **CSS**, and **JavaScript**. Made heavy use of CSS and JavaScript animation, and data fetching with local caching. Optimized for fast startup and smooth performance on low-powered media players.
- Developed interactive touch kiosks using **Vue** for international brands including Dyson, Ferrari, and Bridgestone. Coordinated with clients and other developers to ensure strict deadlines were met and to resist scope creep.
- Built server applications using **Node.js** to process data for digital signage use, including integration with third party APIs like Facebook and Twitter.
- Documented Mood's platform and APIs for both internal and external users. Mentored and directed junior developers remotely.

Charles Schwab

August 2015 – June 2016

Charlotte, NC

Developer, Schwab Retirement Technologies

- Helped launch Schwab's consumer-facing retirement plan dashboard, including front-end components in Angular and back-end controllers in TypeScript.
- Designed and implemented an automated email service, including SQL scripts and stored procedures, and back-end code in C# using ASP.NET.
- Wrote extensive unit tests for front-end code using Jasmine and Sinon, and for back-end code using Moq.
- Followed agile development practices including daily standups, two-week sprints, story pointing, and retrospectives.

Education

The University of North Carolina at Charlotte

May 2015

Bachelor of Science, Cum Laude, Computer Science

Charlotte, NC
GPA: 3.689 / 4.0