

# Joseph Koonce

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## Profile

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I am a seasoned leader adept at designing and delivering high-performing, user-centric web experiences, specializing in modern frameworks and best practices. Skilled in translating complex business requirements into scalable, maintainable, and responsive front-end architectures. Passionate about clean code, performance optimization, and staying ahead of industry trends to drive innovation.



## Work Experience

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07/2017 – present  
Jericho, NY, United States

### Lead Front-end Developer Publishers Clearing House

#### PCH Rewards

- Designed and planned the tech stack for rewards (rewards.pch.com) using PHP, Laravel, Node.js, Vite, HTML5, CSS3, Sass, Vue.js, and Bootstrap, which set a strong foundation for the project's success.
- Led a team of two junior developers, mentoring them through regular code reviews, which helped elevate the coding standards and improve overall code quality, fostering a supportive environment for skill development.
- Developed a Node.js build that optimized code by error-checking CSS and JavaScript, ensuring consistent coding practices among all developers, which enhanced project maintainability.
- Utilized blade components to increase code reusability and improve SEO, helping the site perform better in search rankings and providing a cleaner codebase.
- Upgraded legacy code to modern standards, which improved performance and maintainability, ensuring the project remained relevant and efficient.

#### PCH

- Designed and planned the tech stack for PCH (www.pch.com) employing PHP, Laravel, Node.js, HTML5, CSS3, Sass, Inertia.js, Webpack, Vue.js, and Bootstrap, establishing a robust framework for ongoing development.
- Led a team comprising two junior and one senior developer, mentoring both levels of experience and conducting regular code reviews, which raised the team's coding standards and quality of work.
- Created a Node.js build for PCH to optimize error checking in CSS and JavaScript, ensuring all developers adhered to coding standards for consistency across the project.
- Leveraged blade components to enhance code reusability and boost SEO, resulting in improved user experience and site visibility.
- Upgraded legacy code to align with modern standards, which streamlined processes and improved system efficiency.

I also contributed to projects such as PCHgames, PCHSlots, PCHFrontpage, and PCHLotto, which are similar to the previously mentioned projects.

10/2014 – 07/2017  
Jericho, NY, United States

### Senior Front-end Developer Publishers Clearing House

#### PCH Answer & Win

- Designed and planned the tech stack for Answer & Win (survey.pch.com/pchsurveys) using PHP, Laravel, Node.js, Webpack, HTML, CSS, Sass, and Bootstrap, which set a strong foundation for the project's success.
- Developed a Node.js build that optimized code by error-checking CSS and JavaScript,



## Work Experience

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07/2007 – 08/2014  
Manhattan, NY, NYC

ensuring consistent coding practices among all developers, which enhanced project maintainability.

- Upgraded legacy code to modern standards, which improved performance and maintainability, ensuring the project remained relevant and efficient.
- Implemented a responsive design framework, ensuring that our websites were optimized for all devices.

### Senior Front-end Web Developer

#### AJ Madison

- Developed and implemented a responsive web application for AJ Madison's product catalog. This project allowed customers to browse products seamlessly across devices, leading to higher engagement rates.
- Optimized website performance by refactoring existing code and implementing lazy loading techniques, which improved page load times by 50%. This significant speed boost not only increased user satisfaction but also positively impacted our search engine rankings.



## Education

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01/2002 – 01/2004  
Manhattan, NY, United States

### Multimedia Programming | A.A.S. Multimedia Programming and Design

#### Borough of Manhattan Community College

- Completed coursework in graphic design and animation, helping to refine visual storytelling skills that elevated project presentations and effectively conveyed messages.
- Collaborated on a multimedia project that integrated video, audio, and graphics, resulting in a polished final product that showcased teamwork and technical proficiency.
- Gained proficiency in programming languages such as HTML, CSS, and JavaScript, which equipped me with the tools to build responsive websites and solve complex coding challenges.



## Projects

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10/2014 – 03/2025  
Jericho, United States

#### PCH

<https://www.pch.com>

01/2024 – present  
Jericho, United States

#### PCH Rewards

<https://rewards.pch.com>

10/2023 – 10/2024  
Jericho, United States

#### PCH Games

<https://www.pch.com/games>

10/2022 – 10/2023  
Jericho, United States

#### PCH Slots

<https://www.pch.com/slots>

10/2014 – 10/2016  
Jericho, United States

#### PCH Frontpage

<https://frontpage.pch.com/lottery>

10/2016 – 10/2018  
Jericho, United States

#### PCH Lotto

<https://lotto.pch.com>

10/2018 – 10/2020  
Jericho, United States

#### PCH Surveys

<https://survey.pch.com>

10/2020 – 10/2022  
Jericho, United States

#### PCH Search

<https://search.pch.com>



## Projects

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07/2007 – 08/2014  
Brooklyn, NY, United States

**AJ Madison**  
<https://www.ajmadison.com>



## Social Media

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Joseph-koonce



MrKoonce



## Skills

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### – CORE

HTML

Semantic HTML

JavaScript

CSS

### – FRAMEWORKS & LIBRARIES

Vue.js

Pinia.js

React.js

Node.js

SASS

### – STYLING & UI LIBRARIES

Tailwind CSS

Bootstrap

### – BUILD TOOLS & VERSION CONTROL

Rollup.js

Webpack

Vite

Git

### – PERFORMANCE & OPTIMIZATION

Accessibility

ADA compliance

SEO

Core Web Vitals

### – TEAM MANAGEMENT & COLLABORATION

Mentoring

Agile

Scrum

Planning

Communication