PRESLEY POTTER

[LinkedIn](#) | (904)-742-8909 | presleytieman@outlook.com | [Portfolio](#) | [GitHub](#)

Skills

- **Javascript | React | Typescript | HTML | CSS | SCSS | Ruby on Rails | NestJS | Node | Next.js**
- Git | CI/CD | Jest | ESLINT | Docker | Github | Splunk | Gitlab
- Agile | Okta | Rack | APIs | React-Query | jQuery | Grafana | AWS

Experience

Software Engineer   **Getty Images**   **08/2023 - Present**

- Contributed to the overhaul of Getty Images' navigation system enhancing user experience and engagement by implementing an intuitive and user-friendly design, resulting in a **17% increase in order conversion rate and revenue by 27%.**
- Led the successful migration of legacy code to TypeScript, employing systematic refactoring techniques to enhance maintainability, scalability, and performance. Streamlined and cleaned up existing code, **reducing technical debt by 10%** and significantly improving code readability, resulting in a more efficient development process.
- Resolved 401 authentication errors by implementing robust redirection mechanisms for unauthenticated users attempting downloads, resulting in a **40% reduction in download-related authentication errors.**
- Collaborated in a documentation guild, enhancing the comprehensiveness and clarity of project documentation, resulting in a **20% increase** in developer satisfaction with documentation, and **8% decrease** in onboarding time for new team members.
- Initiated refactoring by creating individual hooks to enhance code modularity and allowing integration with React-Query.
- Spearheaded the implementation of automated testing strategies, leading to a **30% decrease in the number of post-release defects** and an **improvement of 20% in software reliability.**
- Added canonicals & appropriate hreflangs to event URLs **that increased impressions by 12% and indexing by 14%.**

Software Engineer Intern   **Getty Images**   **02/2023-08/2023**

- Revamped metadata on 100+ pages, which **increased pageviews by 300%** and **reduced bounce rate by 25% .**
- Implemented curated content in the top navigation for relevant events and holidays, **increasing year-over-year growth in Google organic clicks by 34% and impressions by 33%.**
- Conducted comprehensive code reviews and engaged in unit/integration testing, **increasing test coverage by 18%.**
- Established and enforced coding standards and best practices across the development team, resulting in a **20% reduction in code review iterations** and a **15% increase in overall code quality**.
- Presented a code talk on the subject of AI tools like Github Copilot and Copilot Labs to an audience of **40+** developers and managers that became a driving factor in integrating Copilot company-wide.

Education

Software Engineer Bootcamp   **Ada Developer's Academy**   **2022**