Jaycee Lydian

FULL STACK DEVELOPER - SEATTLE, WA

20 years experience in startups and consulting

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Experience

Crowd Cow   *2020 - 2024*
Site Experience Lead

• Led a cross-department team to redesign the UX and UI of every customer interaction point as well as implement a uniform design across the site and all landing pages

• Scaled core subscription base 50x, getting safe food to customers during Covid meat shortages

• Worked with stakeholders across departments to develop an intelligent meat substitution algorithm, reducing stuck orders by 90% and getting meat to customers on time

• Acted as team lead, including launching a renewed hiring initiative and revamped onboarding process

• Prevented at least $600k in tangible losses by fighting ongoing gift card fraud attacks, much more intangibly by bringing authentication and authorization inline with current best practices in cybersecurity

• Implemented a Stripe Elements express checkout increasing conversion and reducing customer friction

• Rewrote and tested key infrastructure related to payments, promotions, and notifications to ease customer pain points, increasing maintainability and resiliency

IMOTION CREATIVE   *2003 - 2020*
Owner

• Lead developer and consultant, creating custom websites and web apps for SMB

LLLReptile (Long-term Contract)   *2003 - 2020*
Web Consultant

• 2020: Led a team of contractors in migrating all infrastructure from dedicated hosting to AWS cloud

• 2019: Created Android Point of Sale (React/Cordova), smoothing operations by linking retail store sales and inventory to website and Quickbooks (GraphQL API)

• 2018: Increased website sales by 20% by connecting website catalog to Google Shopping

• 2015: Orchestrated a mobile-responsive frontend overhaul to meet changing demographics, ported backend to Symfony to reduce technical debt and increase maintainability

• 2012: Reduced accounting labor by integrating website with Quickbooks for inventory and order tracking

• 2010: Developed employee portal (Ruby/Rails) for manager-employee and inter-store communications, including timecards with payroll reports, lowering payroll costs

• 2003: Unified retail and wholesale websites and inventory using a bespoke multisite MVC framework with admin panel (PHP)

Skills

Languages: JavaScript/TypeScript, Ruby, Python, PHP, GraphQL, SQL, CSS3/Sass, HTML5
Technologies: AWS, ReactJS, Node.js, Ruby on Rails, Django, Symfony, Git, Linux, MySQL