

Jacob Swartz

Software Developer

Contact

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Phone

(415) 766-1867

Website

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About

In-depth understanding of software development fundamentals: concept and design, programming, testing & debugging, implementation, and management. Specialized experience in eCommerce and search engine optimization & marketing. Intuition for detail and visual aesthetics. Highly self-motivated – capable of working independently as well as being a key asset to any team, with a passion to share knowledge and improve & expand skillsets.

Profiles

LinkedIn

[jacobswartz](http://linkedin.com/in/jacobswartz) (<http://linkedin.com/in/jacobswartz>)

Work

Freelance Consultant

2015-01-01 —

Software Developer

<https://jjaaccoobb.github.io> (<https://jjaaccoobb.github.io>)

Highlights

- Develop, maintain, and manage sites and custom features for clients
- Install and configure versioning, web, and mailservers
- Utilize APIs to quickly import product metadata, reducing ingestion time
- Generate tailored reports from cart platforms for e-commerce clients
- Create email campaigns using MailChimp and Campaign Monitor

Bluestone Creative

2014-03-01 — 2014-09-01

Lead Creative Consultant

<https://www.bluestonecreative.com> (<https://www.bluestonecreative.com>)

Innovative design solutions for print, web, multimedia, apparel & promotional products.

Highlights

- Implemented and configured hardware for in-house web, storage, and FTP servers
- Set up tools for project tracking, task management, and time logging
- Created website boilerplates for various categories of clients

Ask.com

2012-10-01 — 2013-07-01

Software Engineer

<https://www.ask.com> (<https://www.ask.com>)

Ask.com (originally known as Ask Jeeves) is a question answering-focused e-business and web search engine founded in 1996 by Garrett Gruener and David Warthen in Berkeley, California.

Highlights

- Worked on an agile development team responsible for 3+ million unique articles and Q&A pairs
- Repaired sites affected by Google's search algorithm "Panda", resuming AdSense revenue
- Led team to use more efficient processes in order to more rapidly create, edit, and share mockups and one-offs
- Migrated top revenue earning sites to dotCMS under strict deadlines

FontShop International, Inc

2008-10-01 — 2012-07-01

Web Developer

<https://www.fontshop.com> (<https://www.fontshop.com>)

FontShop International is an international manufacturer of digital typefaces, based in Berlin. It is one of the largest digital type foundries.

Highlights

- Created a dynamic, responsive eCommerce experience using HTML5, CSS3 + Sass, and JavaScript
- Optimized pages to decrease load time and increase SEO ranking
- Developed font rendering tool for sampling over 100,000 typefaces
- Implemented sitewide templating and internationalization supporting 4 languages
- Migrated from cumbersome images and Flash hacks to webfonts with TypeKit
- Worked with payment processing systems: CyberSource, Ogone
- Maintained WordPress blog extended with custom features
- Helped organize and run TYPO – one of Europe's most successful design conferences – for its U.S. premiere at Yerba Buena Center for the Art

Fish Flirt Marketing

2007-05-01 — 2008-10-01

Web Developer

<https://www.google.com> (<https://www.google.com>)

Fish Flirt marketing was a web design and development shop, building websites and services for in-house and contract clients.

Highlights

- Developed and maintained websites for clients using the LAMP stack. W3C compliant HTML4, CSS2, and JavaScript
- Installed, configured, and managed SVN, web, and mail servers

Education

Sinclair Community College

2007-04-01 — 2008-10-01

🎓 **Computer Information Systems**
Associate

Skills

Development

- Object-oriented PHP
- JavaScript
- bash
- Node.js/Vue.js/Webpack
- HTML5/CSS3/Sass
- SVN/git
- MySQL
- Apache
- xcache/memcache
- SEO/SEM
- Page load tuning

Testing

- PHPUnit/xdebug
- JMeter/Apache Bench
- KCachegrind
- New Relic/YSlow/PageSpeed

Virtualization

- VirtualBox/VMWare
- Vagrant/PuPHPet
- Amazon Web Services
- Docker

OS

- Debian Linux

- MacOS
- Windows 7, 10

Collaboration

- IRC
- Basecamp
- Trac
- JIRA

References

Jacob was a pleasure to work with, very talented, prompt, and personable. I feel the projects we worked on together were truly collaborative, resulting in outcomes that took advantage of both our expertise.

— **Chris Hamamoto**

Smart guy. Learns and works fast. We got a lot of FontShop.com stuff done together.

— **Stephen Coles**

Jacob is a quick learner with unlimited potential. His ambition allows him to gain a deep understanding of new concepts and execute them in a real-world environment.

— **Luke Sedmak**