# CALEB
# MASTERS

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## SUMMARY

Frontend engineer with 10+ years experience building enterprise-grade, pixel-perfect, accessible, lightweight, component based, mobile-first, conversion-generating web experiences. Natural propensity toward community building, curiosity driven technical exploration, and problem solving. Hobby collector.

## PROFESSIONAL EXPERIENCE

## NewFold Digital (formerly Endurance Group)

### Bluehost.com

**Frontend Engineer II** — Oct 2019 - May 2021

Tech Stack: React/Next.js, Styled Components, Contentful, Jest, Bamboo, AWS, Bitbucket, Confluence

- As part of a small highly specialized team of front-end engineers I was responsible for migrating our front-of-site from Perl/Mason to React while simultaneously facilitating a stepped redesign rollout.
- Used test driven development to build an 82 component library of React functional components. Designed and Built 200+ Contentful data content models. Integrated InVision design system tokens to enforce visual consistency across our application. Utilized all the aforementioned to generate 26 product landing, promotional, and one-off sale pages to marketing & design stakeholders satisfaction.
- Increased development speed for new pages by 50%. By utilizing pre-made and tested components, and Bamboo, we reduced testing requirement for landing pages by 75% increasing deployment pipeline speed by 60%.

### Endurance International Group

**Frontend Engineer - HostGator, Domain, Bluehost, add'l.** — February 2016 - Oct 2019

Tech Stack: Javascript, SCSS, Grunt, Perl/Mason, Monetate, GitHub

- Responsible for migrating sub-brand web applications to Perl/Mason utilizing an in house CMS and building marketing landing pages and conversion tests.
- Refactored or rebuilt existing pages into Perl/Mason with accessible performance focused code with an emphasis on non-destructive editing and code encapsulation. Built A/B tests in Monetate that were utilized by our marketing team to determine the best changes for each page. Hardcoded winning experiments, removing any old code while ensuring code quality standards were met.
- Responsible for building the winningest Black-Friday sale in company history converting over $1,000,000 in a three day period. Enabled the development organization to move to a brand focused team strategy with individual repos increasing the development impact of each brand by 100%.

### HostGator.com

**Web developer back-of-site** — March 2015 - February 2016

Tech Stack: Javascript, SCSS, Grunt, Perl/Mason, GitHub

- Responsible for implementing the front-end component of customer facing systems as part of an agile team.
- Implemented responsive, accessible, UX focused modules in Mason and Javascript utilizing the data APIs and state management exposed to the back-end.
- Reported customer satisfaction with new backend features increased by 20% and the consistency of the customer facing portal improved as each project was finished; ultimately only 50% of the backend was able to be updated during this time.

## MY TECH STACK

- Javascript
- HTML 5
- CSS 3
- SCSS
- React
  - Next.js
  - Gatsby.js
- Deployment
  - AWS
  - Bamboo
  - Heroku
  - Netlify
- Compiling
  - Gulp
  - Grunt
  - Babel
- CMS
  - Contentful
- Unit Testing
  - Jest
  - React Testing Library
- A/B Testing
  - Optimizely
  - Monetate
- InVision
- Atlassian Suite
  - Jira
  - Bitbucket
  - Confluence
  - Bamboo
- NPM
- VS Code
- VIM

## CURRENTLY LEARNING

- Apollo Cloud
- Keystone JS
- Mongo DB
- React Native
- Firebase
- AWS
- TypeScript

### Web developer front-of-site — April 2012 - March 2014

Tech Stack: Javascript, CSS, PHP/CodeIgniter, GitHub

- As part of a team I was responsible for migrating the front-of-site website from static HTML/CSS to PHP/CodeIgniter while facilitating a redesign to HostGator 2.0
- Recruited two additional developers to the department and led the conversion of 10 main pages and over 200 affiliate landing pages to the new platform.
- Decreased the time cost of updating all affiliate pages simultaneously by 90% reducing content updates to these pages from 5 days to 4 hours. Increased the speed of site wide page modification by 95%.

### Basekit Designer — November 2011 - April 2012

Tech Stack: Fireworks, Basekit, iStockPhoto

- Responsible for generating templates for our customers to use with our in-house implementation of Basekit
- Utilized CSS knowledge to circumvent the limitations of the platform. Educated and inspired creative and professional designs from the design only team, building 30 unique templates alone to add to our library which grew from 20 to 100+ after I joined the team.

### Jr. Design Team — August 2011 - November 2011

Tech Stack: Fireworks, Photoshop, Illustrator

- Responsible for organizing and improving the asset generation speed and storage process for the design team.
- Removed unnecessary and unused assets from files, labeled all layers and objects with easy to identify labels, and renamed the files and directories of stored assets to make finding and reusing files simpler.
- Reduced design file sizes by, on average 40%, and increased speed of locating assets by 100%.

# HostGator.com

### Scrum Master — March 2014 - March 2015

Tech Stack: Agile Methodology

- Tasked with pioneering the first implementation of Agile for our multi-disciplinary development team.
- Guided the scrum ceremonies for a team of 9 front-end, back-end, and quality developers leading to demonstrably more efficient use of time, quality of work, and team cohesion.
- Facilitated a 3 day intra-organizational summit of 30 developers for standardization of development practices and guidelines.

# Awards

- *2018, 2020 - "Crowd favorite" & "Just Do It" - Cash prizes — Innojam, inner company one week hackathon.*