


# CALEB MASTERS



[in /in/caleb-masters-atx](#)  
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## SUMMARY

Howdy, I'm a Front-End Engineer with 10+ years experience building pixel-perfect websites from design-to-deploy.

## PROFESSIONAL EXPERIENCE

**NewFold Digital** (formerly Endurance Group) May 2011 - May 2021

### Bluehost.com

Frontend Engineer II — Oct 2019 - May 2021

- As part of a small highly specialized team of front-end engineers I was responsible for migrating our front-of-site to React while simultaneously facilitating a stepped redesign rollout.
- Used test driven development (Jest, Enzyme) to build an 82 component library of React functional components (Next.js, Javascript / ES6/ESNext, SCSS, Styled Components, Hooks). Designed, built, and integrated 200+ Contentful data content models for our Marketing CMS. Integrated InVision design system tokens for Design Team use. Utilized the aforementioned to build 26 production ready product landing, promotional, and one-off sale pages. (Bitbucket, Gitflow, AWS for QA, documented in Confluence)
- Increased development speed for new pages by 50%. Reduced testing & design approval overhead by 75% increasing deployment pipeline speed by 60%.

### Endurance International Group

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

- 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 (Javascript, Perl, SCSS, Grunt) for style and interactions. Created accessible performance focused code with an emphasis on non-destructive editing and code encapsulation; Built A/B tests in Monetate that for 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

- Responsible for implementing the front-end component of customer facing systems as part of an agile team.
- Implemented responsive, accessible, UX focused component modules (Mason, Javascript, SCSS, Grunt, Git) utilizing APIs.
- 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.

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

- 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%.

## CURRENTLY LEARNING

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