CALEB
MASTERS

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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, 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). Created accessible performance focused code with an emphasis on non-destructive editing and code encapsulation; Built A/B tests in Monetate for our marketing team to determine the best changes for each page. Hardcoded winning experiments, removing any old code while ensuring agreed code quality standards were met (Accessible, performant, maintainable, & encapsulated).
- 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 RESTful 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