

Jake Ryan

Senior Full-Stack Developer (Front-End-Leaning)

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Senior Full-Stack Developer with over 10 years of experience building scalable, performant, user-centered web applications. Front-end leaning with strong expertise in JavaScript and CSS ecosystems, WordPress architecture, and API-driven systems. Experienced in cross-functional collaboration, performance optimization, accessibility compliance, and mentoring junior developers.

TECHNOLOGIES

CORE:

JavaScript (ES6+), PHP, HTML, CSS/SCSS, React, jQuery, Tailwind CSS, Bootstrap

ADDITIONAL:

TypeScript, REST APIs, Next.js, Node.js, Vue.js, WP-CLI, Automated Testing, SQL

CMS & PLATFORMS:

WordPress (Headless / Traditional), Webflow, HubSpot, Shopify, Drupal, Language Localization

BUILD TOOLS, PROCESSES & COMPLIANCE:

Vite, Webpack, npm, CI/CD Pipelines (GitHub Actions), WCAG, ADA, SOC 2, GDPR

TOOLS & SYSTEMS:

MySQL, Figma, Lottie, phpMyAdmin, Google Analytics, Google Tag Manager, Adobe Suite

PROFESSIONAL EXPERIENCE

HUSL Digital - Senior Web Developer

Remote · Oct 2020 – Dec 2025

- Led enterprise-scale, pixel-perfect website builds from in-house and outsourced designs, overseeing repository initialization, staging environments, and coordinated production launches.
- Owned front-end architecture decisions focused on performance, WCAG compliance, scalability, and long-term maintainability across multiple client projects.
- Regularly improved site performance and conversion outcomes through architectural refactoring, asset optimization, and Core Web Vitals-focused enhancements; on one key project, increased conversion rate by 65% and improved page speed performance by over 80%.
- Engineered and maintained a flexible in-house WordPress starter theme used across multiple client builds.

- Built a WP-API-based graphical theme customizer to improve client usability and content workflows.
- Contributed to and maintained production-level web applications using TypeScript and React.
- Mentored junior developers through structured onboarding and contribution processes.
- Collaborated daily with Design, Digital Marketing, and stakeholders to implement SEO and AEO best practices aligned with broader business goals.

AirTank - Front-End Software Developer

Peterborough, NH · Aug 2019 – Oct 2020

- Contributed to development and maintenance of ZiftrShop, a bespoke API-first e-commerce platform.
- Built JavaScript-heavy front-end functionality with API integrations.
- Performed ongoing client-facing development including bug fixes and feature enhancements.
- Implemented A/B testing frameworks, analytics tooling, and tracking scripts to support data-driven marketing optimization.

Subtext - Senior Web Developer

Portland, OR · Jul 2017 – Aug 2019

- Translated creative concepts into scalable, high-performing web experiences in a fast-paced agency environment.
- Led full website builds from custom in-house designs.
- Configured repositories, staging environments, and managed coordinated launches.
- Built and maintained WordPress websites using an agency-wide starter theme to streamline development processes.

Fluid Advertising - Web Developer

Bountiful, UT · Aug 2015 – Jul 2017

- Collaborated with developers, designers, digital marketing specialists, and account managers in a high-volume agency setting.
- Built pixel-perfect WordPress websites with flexible CMS implementations for client content control.
- Set up MySQL databases, local development environments, and staging workflows.
- Developed websites from scratch using modern web technologies.
- Contributed during a period in which the agency won 31 awards at the 2017 AAF Utah Advertising Awards.

EDUCATION

University of Vermont - B.A. Computer Science

Burlington, VT · Aug 2010 – May 2014

- Minor in Anthropology
- Faculty and Staff Award, University of Vermont Computer Science Fair (2013)