

Jesse Lee Schmucker
Senior Front End Web Developer

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Excited and enthusiastic about the web, with a drive and capacity to learn new technologies. A passionate and self-motivated team player with the ability to realize goals efficiently and communicate effectively.

Technical Skills

Expert knowledge of client-side JavaScript and the DOM. Experienced and skilled with web technologies HTML and CSS as well as server-side tech such as C#, Java and Node.js. Proficient in modern web development concepts like responsive layout and browser compatibility. For the past three years I've specialized in the development of client-side single page web applications using technologies like React/Redux, Backbone.js and Knockout.js.

Professional Experience

Northwestern Mutual, Milwaukee WI 08/2014 - present

Am currently working as a consultant for Northwestern mutual where I oversee and provide direction to a team of six front end developers on a \$45mm web development project. My current responsibilities include mentoring and teaching, code review, interviewing, application development, architectural design and decision making, managing resources and business expectations while delivering potentially shippable business value in two week sprints.

- **Illustrations System**

Developed the initial framework for this single page web application build with Backbone.js. Created the initial architectural design and developed the first minimally viable product on a team with two junior level developers. Was instrumental in many application wide architectural decisions including the technology selection and design of the overall service oriented architecture. I drove the adoption of ECMAScript 6 and lead the enterprise as the first project to use the technology. Our team leads the enterprise in the adoption of a number of essential agile processes like Acceptance Test Driven Development and Continuous Integration and Delivery. The project has a \$45 million total budget and is scheduled to be completed in 2018. Since the beginning of this project I've given multiple presentations on TDD best practices, introduction to ES6 with Babel, composition over inheritance using Backbone, etc. in front of an audience of developers that extends to the entire Northwestern Mutual enterprise.

Mashup Media and Digital Design LLC, Grafton WI 03/2013

As owner of this small web development startup my responsibilities include tracking down potential clients and selling products and services. Meeting with clients to discuss project status and managing client relationships. I operated as the lead developer on all projects and also managed a small team of

subcontractors to make sure projects were completed to the client's expectations.

- **Fromm Family Foods Website | frommfamily.com**

Responsible for developing a highly customized fully responsive AJAX based website on a .NET based content management system called Umbraco. Required to pay very close attention to detail and provide a uniform look and feel as well as user experience across all modern browsers. Because the marketing director at Fromm was my primary contact and was also the designer, close attention to visual detail was required to satisfy this client. I created and maintained a great deal of trust with the client and ended up being used as a consultant on UX and UI changes to the sites initial designs.

- **Invest in Laundromats | investinlaundromats.com (NSR Business Solutions)**

Solely responsible for development of this informational and interactive website. Was able to deliver this highly interactive site in a budget that was consistent with clients' needs and on a timeline that was very short and strict. Met and exceeded client expectations on all aspects of the project and renewed a long term relationship with NSR for continued development on all projects awarded from one of NSR's largest clients.

- **Ozaukee Christian School | www.ozaukeechristian.org**

Developed a solutions for creating a new website on a shoestring budget that was professional and would meet the client's high standards. In order to achieve this goal I started with an off the shelf static html theme and designed customizations around Ozaukee Christian School's brand. Once approved the design was implemented with minimal customization to the provided template. Met and exceeded client standards on timeline, quality and budget. OCS continues to hire Mashup for maintenance and small development projects today as a result of meeting these expectations.

Core Creative, Milwaukee, WI

03/2012 – 03/2013

Develop websites and digital promotional materials for desktop and mobile devices using front end web technologies. Required to produce sites that were pixel perfect representations of designs provided by the in house design team, which were expected to render identically in all browsers. Also Responsible for Linux server maintenance and administration.

- **Kohl's Safety Adventure**

Responsible for developing a mobile application to specifications that were beyond the scope and budget of the project's contract while staying within a reasonably close margin. Came up with a number of solutions for staying within budget while also meeting the standards of Apples app store. I ended up creating a small custom JavaScript framework replacing the already largely developed PHP solution which would not have passed Apple's guidelines. The application was launched and published after which the participation and campaign goals were all met.

- **Linux Server Migration**

Was solely responsible for migrating all of Core's hosted websites, emails and web applications to a new server on a different platform without any interruptions of service. This six month project was taken on in an emergency-like situation as the current server was reaching peak performance and pending catastrophic

failure. With only minimal hiccups all hosted projects were migrated successfully and placed onto an Amazon cloud server which was much better suited to handle Core's hosting needs. Because of a large array of variances in DNS hosting and Domain ownership, I was required to be in close communications with dozens of Core clients IT staff and managers to complete a successful migration. Because of my consistent communication and quick response to client concerns my supervisor was contacted by one of Core's clients to let them know they were impressed and very happy with how I handled their concerns.

NSR Business Solutions, Sturtevant, WI

04/2010 – 03/2012

Design and develop websites and web applications for a number of clients across a variety of industries. Also responsible for UX and AB testing for conversion and usability optimization, analyzing that data, suggesting and implementing solutions to improve usability and CTR.

- **“Gobro” Mobile App / HTML5 Interactive Brochure Management and Presentation Software.**

Instrumental in the development of a new software concept that was later invested in and developed by NSR.

Utilized cutting edge web technologies to bring the concept into the realm of possibility as well as developed a working prototype. Showed dedication and devotion while working a twenty-three hour stretch in order to be ready to demo the software to prospective clients.

- **Aeris Aviation Web-based Kiosk – UI Design and Development**

Was solely responsible for the development of the entire front-end of the web kiosk, which was developed in ASP.NET. Implemented the kiosk interface in a timely manner, while staying in compliance with the best development practices. The client returned to have us build them a website for the club. The kiosk is not publicly available but the website can be seen at www.aerisaviation.com

- **Implementation of the Web Presence Management Product**

Was instrumental in the development and implementation of NSR's web marketing product we called Web Presence Management. Because of the design and development demands related to conversion optimization, at that time it would not have been feasible to produce without a single developer who could handle both design and development. In light of this fact, I was identified by the president of NSR as the key that made the Web Presence Management product possible.

- **Development and Implementation of NSRIT.com**

Was solely responsible for design, development and implementation of the new company website.

Took the initiative to research and develop the site theme on a new system that was foreign to NSR, outside of company time. Once implemented, the new system was embraced and offered as a new option for clients desiring similar web technologies and features.

Successfully satisfied the demands and expectations of the owners and employees of NSR as well as clients that regularly visit the site.

Education & Professional Training

Professional Web Designer Diploma from MATC.

Ongoing education on the web through Udacity.com

Professional Musicians diploma from McNally Smith College of Music

Personal

Passionate about my family, disc golf, music and technology.

Committed member of Alliance Bible Church and regular praise band member.

Singer, Songwriter and Musician

References available upon request.