

JARED CAZEL

New York City Metro | jjcazel@gmail.com | jaredcazel.com | linkedin.com/in/jared-cazel | github.com/jjcazel

SKILLS

Languages: JavaScript, TypeScript, HTML/CSS/Sass, Python

Web Development: React, Redux, Next.js, Tailwind CSS, Node.js, RESTful APIs, Jest, Material UI, React Query, Jotai state management, jQuery, JWT, NPM, JSON, D3.js

Cloud & Backend: AWS (S3, API Gateway, Lambda, Amplify, CloudWatch, CloudFront), SQL, PostgreSQL, MongoDB, Express.js, Ruby on Rails, Heroku

Tools & Methodologies: Git, Agile, Vercel, Storybook, Figma, JIRA

EXPERIENCE

Senior Front End Engineer, [TMX](#) (The Media Exchange) - New York

January 2020 - November 2023

- Developed the MVP of a B2C platform at an early-stage startup, leading a team of developers under tight deadlines to secure \$1.5 million in seed funding, underscoring my capability to drive projects from concept to funding.
- Crafted an enhanced onboarding process integrating referral codes and targeting new client segments, greatly increasing the user base to over 3000. Adapted legacy React code with localStorage and JWT for secure, efficient sign-ins, significantly boosting user engagement.
- Implemented a custom uploader using Redux and Ajax with AWS Cognito authentication, quadrupling user-generated content and streamlining the submission of newsmaker contact info.
- Optimized React app web performance, achieving a reduction in page load time to under 2 seconds through lazy loading, image optimization, and enhanced query speeds.
- Built CI/CD pipelines for syntax error detection, linting, and Jest testing, securing "bug-free" deployments and streamlined delivery processes.
- Boosted site traffic and Daily Active Users by 12% MoM by crafting SEO-optimized marketing pages with responsive design, effectively introducing a storefront to our media platform.
- Enhanced code quality and teamwork by spearheading weekly reviews and setting JavaScript/React guidelines, achieving 99% end-to-end testing coverage for improved maintainability.
- Owned frontend development by modernizing the monolithic codebase with ES6 JavaScript and React functional components, cutting development time and boosting maintainability.
- Achieved a 100 SEO score in Lighthouse by fixing failed HTTP status codes, optimizing link crawlability, and using semantic HTML, boosting website visibility and accessibility.
- Simplified data flow across shared components by implementing via the React Context API and using React hooks, ensuring streamlined and maintainable data management.
- Optimized frontend responsiveness by focusing on API design with the backend team and using React Query for efficient data fetching and caching, reducing query times and minimizing network traffic.
- Elevated site aesthetics and flexibility by implementing custom CSS with Sass and BEM methodology, significantly boosting custom styling capabilities and visual appeal.

Software Engineer, [The Bible for Normal People](#)

August 2023 - Present

- Owned and enhanced an e-commerce platform, processing thousands in weekly orders via WooCommerce, ensuring seamless transactions and revenue growth through effective subscription and purchase integrations.
- Implemented SEO best practices, leading to higher and more consistent website rankings on Google. This effort resulted in a total of nearly 30,000 clicks and over 1 million impressions within 28 days, significantly increasing visibility and user engagement.

- Streamlined the customer journey by reducing the number of clicks required for purchase and implementing user feedback, which decreased bounce rates by 15% and increased memberships by 12% monthly, enhancing overall user experience and engagement.
- Achieved a 99.99% uptime by migrating the company's server infrastructure to WP Engine, which enhanced system reliability and ensured scalability, positioning the platform for seamless growth.
- Collaborated on a 5-year strategic plan, projecting over 200% revenue growth, and facilitated a reorganization to streamline team efficiency, laying the foundation for sustainable expansion and improved operational workflow.

PROJECTS

Full Stack Software Engineer, *ViewTube* - [Github](#)

- Led the development of ViewTube, a YouTube-like full-stack application, using React, Redux, JavaScript (ES6), Ruby on Rails, and PostgreSQL, focusing on clean, maintainable code through Object-Oriented Programming principles.
- Crafted an intuitive and responsive UI, mastering asynchronous API interactions and deepening proficiency in React's state management and Virtual DOM manipulation, significantly enhancing the user experience by optimizing for speed and interactivity in the browser's DOM.
- Developed a secure user authentication system with BCrypt and PostgreSQL, enhancing data security and user experience.
- Implemented Rails Active Storage with AWS S3, improving video upload reliability and user satisfaction; managed a comprehensive relational database schema with PostgreSQL for efficient data and user management.

EDUCATION

Full Stack Web Development , App Academy	2019
Master of Music , The Catholic University of America	2013
Bachelor of Music , The Boston Conservatory	2007