

Jeremiah Lafica

Front End Software Engineer

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I am a highly motivated and passionate software engineer with a strong focus on building pixel-perfect, accessible, and scalable applications. With over a decade of experience in front-end development, I have had the privilege of working alongside a diverse group of talented professionals who have greatly contributed to my growth and expertise.

My attention to detail and commitment to industry best practices have consistently enabled me to deliver high-quality enterprise-level websites. From developing React SPAs to working on .NET MVC projects and creating custom WordPress themes and plugins, I have a proven track record of delivering polished experiences to users.

I am dedicated to continuously expanding my skill set and staying up-to-date with the latest technologies and trends in software engineering. I thrive in collaborative environments and am always eager to contribute my expertise to create innovative solutions.

Experience

Front End Software Engineer II (02/2017 to Present)

American Council on Exercise | Remote

On a small but highly productive team of developers, I work as the primary front end engineer to support E-commerce site ACEFitness.org, building web pages and internal tools using a combination of .Net MVC with C# and Razor Views, HTML, CSS3, SCSS, JavaScript, and React. The dev team culture places a strong emphasis on code quality through pair programming and detailed peer reviews, which has yielded a wealth of opportunities to learn and grow throughout the tech stack.

Highlights:

- Created custom tooling to dynamically generate responsive marketing campaign ads
- Modernized front end development pipeline with tools such as Gulp, Babel and Webpack
- Improved performance and page load speed by 20+% for high traffic pages

Front End Web Developer (10/2016 to 02/2017)

GreatCall | San Diego, CA

With a focus on front end web technologies, my primary responsibilities included building landing pages, updating site content, templating, API integration, code optimization, advising project managers on their technical needs, and related tasks. Development workflow revolved around ASP.Net MVC with C#, Bootstrap, HTML5, SCSS, JavaScript & jQuery.

Front End Web Developer (11/2015 to 10/2016)

Brandetize | San Diego, CA

In a modern startup environment, my day to day tasks included building HTML landing pages, creating and modifying Wordpress themes, building HTML email templates, and various front end tasks. Codebase was mixed with Visual Basic and C# powering core services while client-facing solutions were a combination of Wordpress, PHP, HTML, CSS and Javascript.

Web Content Specialist (03/2010 to 11/2015)

Sports Giant (Now PureHockey) | Carlsbad, CA

Initially, this role was designed for the purpose of content creation, curation and management. As a side effect of editing basic HTML and CSS to publish product-related data, reviews, and other content, opportunities arose to improve inefficiencies in existing business processes. My first taste of automation came through the use of VBScript Macros in Excel, as I inherited a large product data feed which, up to that point, had been manually exported, modified and uploaded to several Yahoo! Stores E-commerce sites. This daily task had required 5-6 hours of manual processes to complete, but after recording, modifying and testing several custom macros I was able to reduce the process to 5 minutes of automated processing and 10 minutes of uploading.

Primary Skills

HTML5 - 10+ years
CSS3 - 10+ years
Sass/SCSS - 8 years
Responsive Design - 10+ years
JavaScript - 8 years
React - 5 years

Familiar Tools, Languages & Platforms

Gulp, Grunt, Bash, NPM, Node.js, Git, Github, SVN, TFS, CI/CD, Jira, VS Code, Visual Studio, SSMS, C#, PHP, MySQL, Ajax, JSON, XML, Bootstrap, CSS Modules, Typescript, WordPress, .Net MVC, Razor Views, NGINX, Photoshop, XD, Figma