

Bruce Blay
Web Developer
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SKILLS

Javascript, Ember, React, Redux, AWS products, Chart.js, d3, Node, Express, WordPress, Broccoli/WebPack/Grunt build tools, GraphQL, PostgreSQL, NoSQL variants, HTML, templating helpers like Handlebars, Twig, etc., CSS, Sass, Less, Git, Agile (Scrum and Kanban), CiscoVision, Linux, Javascript testing frameworks (Mocha, Jest, JUnit, Cypress)

EXPERIENCE

AmpThink, Garland TX, ampthink.com - *Web Developer* - Large scale Wi-Fi solutions

APRIL 2017 - PRESENT

- Lead developer for 12thmanlive.com, a mobile focused web app intended to engage Texas A&M sports fans without needing to download an app. This is built with React and Redux on the front-end and uses WordPress as the CMS for the sports media staff at TAMU to make frequent updates. The app displays real time game stats for 9 different sports when they're in season.
- Lead front-end developer for a rewrite of an analytics tool which allows clients to monitor key points of interest for their Wi-Fi networks. Moved from a .NET environment to a more maintainable Javascript codebase, specifically using Ember.js. Assisted in the setup and management of Postgres backend with GraphQL as a bridge for flexible queries on the frontend. Deployed and managed versions for over 30 clients, each with massive datasets, mostly sports arenas.
- Responsible for building, deploying, and maintaining captive portal sign on pages for clients with public Wi-Fi. These included standard Google Analytics as well as extra logging which would be useful for the analytics dashboard tool mentioned above.
- Designed a built a lightweight CMS for clients to manage copy and assets displayed in their captive portals. This gives the client a shared sense of ownership with our creative service while also massively reducing task switching internally. The CMS is an integrated part of the above mentioned analytics tool, but exists as a separate tool for quick mockups and demos that the client and the design team can see instantly.
- Designed, built, and maintained a client catalog for captive portals used as a single point of reference for current deployment states, a portfolio of work for new client pitches, and QA sign off from clients before deployment.
- Implementing a major overhaul of legacy internal tools for warehouse management. The older tools were built before Javascript was as capable as it is today and were written in a myriad of languages. Moving to a React frontend and purely Javascript backend has

helped with maintenance and extendibility, while also removing production bottlenecks between engineers and warehouse workers.

- Spearheaded company initiative to move all projects, code, and planning to Atlassian products. This led to an obvious and measurable improvement in product ownership, deliverable expectations, and collaboration throughout the company.

Vinli, Dallas TX, vin.li - *Front End Web Developer* - Connected car startup

OCT 2015 - MAR 2017

- Lead developer for an internal tool which enables customer service representatives to diagnose, fix, or create issues for customers having issues with their OBD-II module. Built with Ember, Hapi.js, and Postgres. Concerns included permissioning for third party service reps as well as keeping a history audit for any changes a rep might have made in error.
- Contributed to the company UI component library which aided in uniformity across products and rapid turnaround.
- Contributed to team efforts building tools for fleet management, app publishing to Vinli's niche app ecosystem, car dealership lot management, and an enterprise tool to allow successive parent/child management of devices.

70kft, Dallas TX, 70kft.com - *Junior Web Developer* - Digital marketing

JAN 2014 - AUG 2015

- Built and contributed to dozens of client websites which used a variety of CMSs including Craft, ExpressionEngine, and WordPress. Many included ecommerce integrations. All were responsive. A typical project would include design handoffs, functional demos, extensive QA, and client training on their chosen CMS.
- Responsible for developing several custom HTML email campaigns including the monthly company newsletter.

EDUCATION

University of Texas at Arlington - *Computer Science / Software Engineering*

AUG 2011 - MAY 2015

University of North Texas - *Philosophy / Environmental Ethics*

AUG 2003 - MAY 2008

SIDE PROJECTS

In my off-time I pursue a variety of music, visual, and woodworking projects. Suffice it to say, I like using tools and making things. There are links to my audio/visual projects on www.coolbrb.com