

Resume

Jacob Broadaway

Front End Engineer / Architect

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Summary

20+ years of development experience focusing on creating engaging user experiences on the web. Highly skilled in the use of HTML, CSS, and JavaScript to develop modern, accessible, and performant websites. 5+ years with React and Node experience, which includes several frameworks like GatsbyJS, Next, and Remix - as well as many others.

Technical Skills / Experience

Development	HTML, CSS, JavaScript, Typescript, Liquid, REST API, GraphQL, JSON, ISML, PHP
Libraries / Frameworks	React (Gatsby, Remix, Next), Hugo, Wordpress
Architecture	Monorepo, Micro Front End
Process	SAFe, Agile, Scrum, Kanban, JIRA, Confluence, Linear, Github, BitBucket
Training	Accessibility (WCAG 2.x - Arc, Axe, LevelAccess, Deque)
Platforms / SaaS	Shopify, SFCC, Netlify, Akamai, New Relic, Dynatrace, SpeedCurve, Grafana
Build / Server	Node, Vite, Apache, NGINX
Design	Figma, Ps, Ai, Xd, Inkscape, GIMP

Professional Experience

[2025 - Current] Vitruvian - Principal Front End Engineer

I was brought on to help stand up a new Shopify instance for a rebranding / rebuild for a startup. I developed a custom theme from the ground up that aligned with the UX/UI, while also helping communicate and document the Shopify platform's capabilities to the mobile development team.

- Documented Shopify's API integrations for the mobile app team
- Led conversations with marketing to explain Shopify platform's commerce capabilities
- Worked closely with UI/UX on the ins and outs of the platforms capabilities
- Created a high performant, accessible, and scalable Shopify theme
- Created guidelines for a tokenized front end in Shopify
- Ensured proper JSON-LD requirements were implemented across the theme
- Integrated payment plan options for the commerce site (Affirm/Klarna)
- Worked with stakeholders to understand their requirements of the new commerce site
- Presented bi-weekly updates to keep stakeholders informed of the progress

HTML, CSS, Javascript, Liquid, Shopify, Linear, GitHub, Performance, Accessibility, SEO, Design System

[2022-2024] VF Corporation - Principal Front End Engineer

Originally started out as a performance engineer, however my role expanded as VF needed me in additional areas. Performance, SEO, Accessibility, Architecture, Leadership, and Building Culture are all the areas I was tasked to aid in.

- Co-Led a seven month long accessibility initiative for all VF brands
- Documented accessibility best practices for engineers, UI/UX, and marketing
- Worked alongside legal to provide documentation and guidance on accessibility claims
- Established a new component library for the marketing/content team of TheNorthFace
- Setup Hugo for generating highly performant marketing pages for Vans and TheNorthface teams
- Assed, demoed, and evangelize moving from a custom AWS solution to Netlify
- Worked with Dynatrace and Grafana to identity performance issues across all VF platforms
- Documented SEO best practices for all consumer facing solutions, 8 websites
- Developed and led both Shopify headed and headless solutions for VF's future
- Partnered with another architect on a fully tokenized front end (no code updates)

HTML, CSS, Javascript, Typescript, React, Remix, Next, Hugo, Vue, Nuxt, Performance, Accessibility (WCAG 2.x), SEO, Design Systems, BitBucket, GitHub, Netlify, Shopify, Dynatrace, Grafana, JIRA

[2021-2022] Neiman Marcus - Senior Performance Engineer

Originally started out as a performance engineer, however my role expanded as my expertise with Accessibility was needed. Sadly as my role expanded Neiman Marcus and I were no longer aligned when it came to solving pressing issues.

- Chosen to lead an accessibility initiative for the Neiman Marcus and Bergdorf Goodman
- Documented accessibility best practices for engineers and marketing
- Documented performance best practices for the existing architecture
- Led performance discussions for stakeholders, creative, and engineering

HTML, SASS, Javascript, React, REST APIs, GitHub, SpeedCurve

[2014-2021] Hallmark - Senior Engineer

Initially started as a contractor to help fulfill the CSE project (Card Shopping Experience) due to my knowledge of CSS animations. I was later sub-contracted out to Gillham Studios to build an engaging marketing landing page for B2B customers. After completing CSE I was brought on as a full time employee where I took up several initiatives including but not limited to:

- Established a component library for our marketing/content teams
- Attended Interactive Associates accessibility training
- Co-Led the Ideas blog (Wordpress) project to bring Ideas + Inspiration to life
- Implement WCAG 2.x accessibility updates throughout the entire stack (ISML, Wordpress, Angular)
- Increased performance across the site, reducing load times on average by 2 seconds - 8 on checkout
- Helped with the creation of a new Hallmark brand, PopMinded
- Develop a Star Wars homepage takeover approved by LucasArts for PopMinded
- Contributed revenue breaking records for 4 years in a row
- Led the Checkout initiative with two other to completely rebuild it
- Paired with UX to implement Livefyre across the site
- Updated Livefyre to the new platform, Olapic
- Updated Olapic to the new platform, Juicer
- Implemented new Vimeo solution across the site
- Helped initial development guidelines for the new headless rebuild
- Led the Browse/Search team with the new headless rebuild
- Helped with new design system and maintaining WCAG 2.x compliance
- and much, much more..

HTML, SASS, Javascript, React, Wordpress, ISML, Node, Express, REST APIs, OCAPIs, JIRA, Confluence, Agile, Kanban, GitHub, GitLabs, BitBucket, TeamCity, Octopus, SourceTree, NGINX, Adobe Ps, Adobe Ai

[2020 - 2020] KC Common Good - Senior Engineer & UX (Contract)

Split project where I was 75% development and 25% design (UX). Helped create a design system, component library and rebuild the site to match modern accessibility and performance standards.

HTML, SASS, Javascript, React, REST APIs, Kanban, GitHub

[2018 - 2018] Puppy’s Playpen - Senior Engineer & UI/UX (Contract)

User tested, designed and developed the current site. Performance, accessibility and a modern mobile friendly site were key KPIs for the owner.

HTML, SASS, Javascript, Wordpress, REST APIs, Agile, Adobe Ps, Adobe Ai

[2018 - 2018] TeamLiquid - Senior Engineer (Contract)

I was brought in to execute a total reimagining of TeamLiquids consumer facing site from a front end development perspective. In addition to development I led the accessibility updates as well performance optimization discussions from the CDN down to the front end code.

HTML, SASS, Javascript, PHP, Agile, Zeplin, GitHub

[2013 - 2014] FightCRC - Senior Engineer (Philanthropic)

An organization that didn’t quite have the funds for a developer at the time, so I donated 100% of my time to help them extend their look and feel of the newly developed site. Architecting the development side and contributing to design decisions. Continued to support the site well after launch to ensure marketing needs were able to be met.

HTML, SASS, Javascript, Wordpress, Kanban, Adobe Ps, Adobe Ai

[2013-2014] Turn the Page - Lead Engineer & UI/UX

Initially joined TTP as their lead designer to get a backlog of projects caught up, from there I transitioned into development. I was quickly promoted to Lead Engineer where I led a small team of four developers to deliver websites to small and medium businesses across KC. Eventually taking franchise work which included the likes of Title Boxing Club.

HTML, LESS, Javascript, Wordpress, Agile, Kanban, Adobe Ps, Adobe Ai

[2011 - 2012] Flexible Web Solutions - Owner

Cofounder of a small startup marketing company. Worked in the digital and physical space on websites, print marketing, and consultations. Sold the company to a larger agency after we acquired one of their important clients.

HTML, CSS, Javascript, Wordpress, PHP, Adobe Ps

[2009 - 2012] Prier Tire Supply - System Admin + Engineer & UI/UX

I was brought in to take ownership of the eCommerce site. From there I set up and configured a LAMP stack and ultimately decided on ZenCart as the solution. Designed and developed the site as well as helping update the brand.

HTML, CSS, Javascript, Wordpress, ZenCart, PHP, Perl, Apache, MySQL, Adobe Ps

[2008 - 2009] System Admin + Engineer & UI/UX

Mainly focused on learning development and system administration while taking on small contract opportunities. A larger opportunity came and I took on the system administration of a small company named Crown Steel.

HTML, CSS, Javascript, Joomla, Apache, MySQL, Adobe Ps

[2003 - 2007] LMI Studios / Adpro - System Admin + Engineer & UI/UX

Originally brought in as an Assistant System admin, that quickly turned into a position as a developer. This is where the development spark was ignited. I ended up helping create the Adpro brand, designed and developed the site. Adpro was a rebranding and rethinking of LMI Studios.

HTML, CSS, Javascript, Joomla, Apache, Samba, CUPS, MySQL, Adobe Ps

More professional information upon request

I've been in the development field since 2003 so it can get a bit overwhelming to list everything. There's more to each of the positions listed, I've just tried to cover some of the highlights.