

# JACOB MCMICHAEL

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## Skills

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**Technologies** — JavaScript (ES6+, jQuery, JSON, TypeScript), CSS (Sass, Tailwind CSS), HTML5, Frameworks (React, Vue), Build Tools (Vite, Gatsby, Webpack, Babel, GitHub Actions), GraphQL, Figma

**Skills** — Responsive Design, Cross-Browser Compatibility, SEO Best Practices, Version Control (Git, GitHub), Performance Optimization (Lighthouse), Accessibility (WCAG, ADA Compliance), API Integration (REST, GraphQL), Web Animations (CSS, JavaScript, Framer Motion), Component-Based Architecture, UI/UX Design Principles

## Work History

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**Web Developer** — drinks.com

Remote, Jan 2023 - June 2024

- Composed and optimized responsive, accessible web components using **JavaScript (ES6+)**, **HTML5**, **CSS3**, and **React** for diverse business models, resulting in a **30%+ increase in customer traffic**.
- Integrated third-party purchasing and checkout features with third-party **Shopify APIs**, **GraphQL** endpoints, and tools such as **ChatGPT**, achieving a **25% improvement in user engagement**.
- Established comprehensive UI/UX testing and ensured **WCAG** and **ADA compliance standards** using tools like **Lambda**, **PopeTech**, **Hotjar**, and **Lighthouse**, which **reduced bounce rates by 9%**.

**Shopify Developer** — Lorehouse

Remote, Aug 2021 - Sept 2022

- Utilized **Shopify** and its app ecosystem to build a B2B website for Lorehouse, featuring a custom quote system that **expanded network outreach** and **increased site traffic by 20%**.
- Extended custom theme modules using **JavaScript (ES6+)**, **HTML5**, **CSS3**, and **Shopify Liquid**, enhancing product variant selection for a better user experience and **reducing feature development time by 8%**.
- Implemented third-party tools to streamline customer data capture, enhancing email invoice generation, improving data management efficiency, and **decreasing manual data entry errors by 8%**.

**WordPress Developer** — Novohit

Remote, Oct 2020 - Apr 2021

- Conducted the complete redesign of an enterprise-level ERP website, improving accessibility for thousands of visitors and **increasing page impressions by 2,000+ per month**.
- Authored modern **accessibility features for 3,500+ monthly users** across desktop, mobile, and tablet platforms, ensuring seamless user experiences through **responsive layouts**, custom **web components**, and **WordPress plugins** such as **Elementor**.
- Collaborated with the marketing department to create a scalable design system in **Figma**, aligning visual elements with brand messaging and content strategy, resulting in a **10% increase in user engagement** and a **20% increase in time spent on key pages**.

## Featured Project

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**Hoss Tools** — E-Commerce Storefront Redesign

- Redesigned and optimized the user experience for an e-commerce site using **JavaScript (ES6+)**, **HTML5**, and **CSS3**, driving a **12% increase in conversion rates** and a **21% rise in average order value**.
- Prepared and integrated custom **Shopify APIs** using **GraphQL** for seasonal discount functionality, resulting in an **18% increase in repeat customers** during seasonal events.
- Generated a custom script using **JavaScript** to identify and fix broken image links from the previous **WordPress** domain, retaining **SEO** value and ensuring a seamless migration with no residual errors.

## Education

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**Digital Culture B.A. (Computer and Information Sciences)** — Arizona State University Tempe AZ, 2016 - 2020

- Honors College; Dean's List; 3.8 GPA; Specialized in software development, system architecture, and media design.

### Certifications & Related Coursework

- Partner Academy Developer — ReCharge
- JavaScript Algorithms and Data Structures — FreeCodeCamp