Ariel Pettyjohn
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• 13 years as a Software Engineer leveraging cloud-native services and open-source technology stacks to implement software systems.
• 3 years directly managing junior engineers and cross-functional relationships between internal and external clients.
• Led development of key platforms that collectively serve > 15M monthly users for brands including Eurofins Genomics, Firestone, General Electric, Holiday World, Home Depot, and Pillsbury.
• In business 13 years as an entrepreneur and freelance engineer, managing connections with subcontractors and vendors.

Experience

Solutions Architect / 2011 – Present
Web Architecture Solutions, Seattle, WA
• AI/ML research performed at Indiana University published with dozens of citations.
• Delivered microsite to unveil Eurofins' oligonucleotide synthesis technology, which drove 35% more traffic to the primary site on launch.
• Performed comprehensive content, performance, and SEO audits across the Eurofins portfolio of sites, which sped up content development time by 10%, improved load times by 20%, and lifted placement in organic search results.
• Developed proposals for brands including Four Roses Bourbon to demonstrate possible opportunities and use-cases of user-generated content.
• Maintained CRM system for corporate segment of Waste Management's > 20 million customers.
• Built a fundraising portal for The Salvation Army that helped boost donations by 15% that year.

Senior Web Application Developer / 2019 – 2021
1stMILE, Redmond, WA
• Led front-end engineering and testing of financial products used in over 1,700 stores nationwide.
• Interviewed, trained, and mentored a diverse software development team, and advocated for an organizational commitment to career development.
• Integrated analytics to track customer journey across suite of 5 applications, and aggregated data into summary reports for white label partners.
• Spearheaded development of internal best practices, wrote documentation, and created training modules, which cut the training time for junior engineers by 50%.
• Collaborated with groups of designers, product developers, and data architects to anticipate front-end API needs weeks earlier.
• Liaised with executives to coordinate integration of credit applications and onboard 4 key strategic partners.
• Re-architected credit application integrations, which improved developer productivity by 4x.
• Implemented a consistent component architecture, which reduced code duplication by 20%.
• Refactored flagship web application, which eliminated 50% of unnecessary code.
• Abstracted automation scripts to simplify deployment workflow, which saved 10+ hours of development per week.

Senior Web Developer / 2014 – 2015
DBS Interactive, Louisville, KY
• Directed front-end development of content management systems for over a dozen clients.
• Crafted infographics for brands including Maker's Mark and The Kentucky Derby, which increased traffic to primary domains by 65% – 75% on launch.
• Managed Big Ass Fans' ecommerce migration, which limited storefront load times by 10%.
• Engineered the first ecommerce storefront for the Holiday World theme park.
• Wrote PHP scripts to re-engineer the e-blast workflow for Humana, which increased turnaround 5x.
• Launched microsite to unveil the first launched wing roller coaster in the U.S.

Education

Economics / 2015 – 2016
University of Louisville, Louisville, KY

Computer Science and Mathematics / 2008 – 2010
Indiana University Bloomington, Bloomington, IN

Skills

• *Management:* Agile, Scrum, Extreme Programming.
• *Processes:* Root Cause Analysis, Six Sigma, Process Engineering, Product Development.
• *Languages:* JavaScript, TypeScript, HTML5/CSS3, Python, Shell, PHP, Scheme, Java.
• *Libraries:* Node.js, React, Redux, Express, Sass, Vue.
• *Frameworks:* Next.js, Laravel, Django.
• *Testing:* Cypress, Enzyme, Jest.
• *Databases:* Firebase, MySQL, Redis, RDF.
• *Source Control:* Git, Subversion, Mercurial, Bazaar.
• *DevOps:* Apache, AWS, Circle CI, Docker, Linux.