Bob Thewes: Front-End Web Developer

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Professional Experience

Red Van Workshop / Boulder, CO
Front-End Web Developer – 10/2021 to Present

- Working with multiple clients to build and enhance Salesforce Commerce Cloud SFRA websites.

- Transitioning to new clients quickly by adapting to client's corporate culture and ensuring clear communication.

- Implemented website redesign for Warrior Sports with a new Salesforce Commerce Cloud SFRA implementation.

- Worked with Noibu web monitoring tool to investigate and fix server side and client side scripting errors.

- Implemented ADA audit updates to ensure AA compliance.

- Enhanced customized bundle builder tool to allow customers more options when selecting products to add to their bundle.

GNC / Pittsburgh, PA
Lead UI/UX Web Developer – 11/2017 to 10/2021

- Provided front-end development, implementation, testing, and defect remediation for e-commerce storefront using Salesforce Commerce Cloud (Demandware).

- Gained proficiency in Demandware foundational concepts with experience and knowledge of Site Genesis, UX Studio , ISML templates, scripts, and Business Manager features including content assets/slots, catalog, category, and products.

- Developed strong debugging and problem-solving skills with excellent understanding of system development methodologies, techniques and tools.

- Managed team of developers across multiple projects in a fast-paced retail environment using Scrum and Agile development.

- Implemented key web concepts including SEO, accessibility, site speed, responsive design, and cross-browser compatibility.

- Used Google Tag Manager to implement tracking pixels and enhance analytics.

- Implemented front-end development efforts for multiple, high-profile and revenue-impacting projects including (but not limited to): store locator and preferred store, "buy online, pick up in store", taxonomy and navigation overhaul, launching Canadian website with language localization, redesigned purchase history, cart redesign with single-page checkout, CMS/Salesforce integration, and OMS Digital Transformation Project.

Digital Designer/Developer – 4/2010 to 11/2017

- Designed creative for daily email campaigns, web advertising banners, social posts, and product landing pages following brand standards.

- Used HTML, CSS, and JavaScript/jQuery to code dynamic, responsive landing pages that matched the original design mocks to an exacting degree.

- Designed and coded high-profile landing page for GNC's national "Courage To Change" marketing campaign which included the implementation of parallax scrolling and YouTube's API integration.

- Coded daily HTML emails and loaded them into YesMail online marketing application.

- Worked in cooperation with a team of designers under strict deadlines and multiple rounds of changes to complete projects in a constantly changing environment.

Markl Supply Company / Pittsburgh, PA
E-Commerce Designer and Developer – 9/2008 to 3/2010

- Designed new e-commerce storefront.

- Researched content management software and credit card processing systems that would work with the required features at the best possible value.

- Integrated Authorize.net payment gateway.

- Developed web templates within 3dCart e-commerce solution; trained clients in the use of 3DCart administration system.

Compuware Corporation / Detroit, MI
Web Developer – 9/2001 to 8/2008

- Worked with content providers from a variety of departments to design and build intranet websites following corporate standards.

- Worked with a team to restructure and redesign intranet website by gathering input from employees, translating that feedback into a new website taxonomy and layout, developing website templates, publishing the new design, and documenting the design changes.

- Incorporated existing website into online content management system including: creating templates, developing securities and workflows, and updating system interface to ensure intuitive usability.

- Provided continuing technical training and support for non-technical customers.

Skills

Coding: Salesforce Commerce Cloud (Demandware) SiteGenesis & SFRA, HTML5, CSS3, SASS, JavaScript, jQuery, Ajax, XML, JSON

Content Management: SFCC Business Manager, eSpirit, Radial (GSI), YesMail, WordPress, Blogger, 3DCart, DeckCommerce

Development Tools: Visual Studio Code, Eclipse/UX Studio, Dreamweaver, SourceTree, Bitbucket, Google Tag Manager, Google Analytics, Google Console

Other Tools: Jira, Confluence, qTest, Photoshop, Illustrator, InDesign, FullStory, Noibu