Matisse Laurel | [*http://www.matisselaurel.com*](http://www.matisselaurel.com)

Skills

Adobe Commerce Frontend Certified, PHP, MySQL, JavaScript, HTML5/CSS3, SASS/LESS, Grunt/Gulp, Linux, Docker, M2 CLI, MVC/OOP, Magento 1 Certified, Node.js, Angular, WordPress, SVN, Git, Mercurial, jQuery, RequireJS, Knockout.js, AJAX, Drupal, Jira, Python, Twig, Symfony, Vagrant, Fabric

Work Experience

AUG **2022** - Present Senior Frontend Adobe Commerce Developer

**Retail Reinvented, Huntington Beach CA**

* Implement fronted changes to various Adobe Commerce storefronts based off of provided Figma designs

DEC **2018** - AUG **2022** Senior Frontend Magento 2 Developer

**BORN Group, New York NY**

* Senior Lead Frontend Magento 2 for various high-profile companies
* Translate requested needs or requests from Business and Product teams into stories and tasks for Design and Development teams to use as a guideline, using JIRA.
* Responsible for maintaining high quality design and code through review, QA testing, Continuous Integration and Git Flow.

JUL **2017** - DEC 2018 Freelance Web Developer

* Build and maintain client websites using LAMP stack

JAN **2017** - JUL **2017** Senior Web Developer

 **Robbins Brothers, Azusa CA**

* Web Applications Developer, Magento 2 EE (Enterprise Edition) Specialization in Front-End JavaScript, PHP and XML Development and Application Design Patterns.
* Authored RESTful web services with Composer and PHP tooling and implemented as custom Magento 2 extension.
* Translate requested needs or requests from Business and Product teams into stories and tasks for Design and Development teams to use as a guideline, using JIRA.
* Responsible to maintain high quality design and code through review, QA testing, Continuous Integration and Git Flow.

MAY **2016** – DEC **2016** SeniorWeb *Developer*

**Alcatel Onetouch, Irvine CA**

* Review, QA test, critique and approve all aspects of including; UI/Design, frontend code, backend code, server-side, optimization to assure the highest quality results.
* Expert-level knowledge for entire scope of e-Commerce, including; development, server environment, site optimization, UI design, usability and online marketing strategy
* Translate requested needs or requests from Business and Product teams into stories and tasks for Design and Development teams to use as a guideline, using JIRA.
* Highly experienced in the development and customization of a wide array of open source projects and frameworks, including; Magento EE, Magento 2, Shopify, Woocommerce (e-commerce Software); Drupal, Wordpress, Symfony (PHP Frameworks), Node.js, Angular.js, Vue.js, Backbone.js (JavaScript Frameworks), Cordova, Ionic, Onsen UI (Mobile Frameworks) and more.

 MAR **2015** - APR **2016** Senior Frontend Web Developer

**LD Products, Long Beach CA**

* Develop high volume, high click-through, conversion rate websites for extremely competitive office supplies industry
* Analyze, suggest and implement strategies for overall Front-End development as well as personally develop custom solutions to accomplish project requirements.
* Expertise in AGILE based Atlassian Suite, JIRA, Confluence, Jenkins Deployments
* Utilize experience and knowledge of frontend, backend and server/host technologies to assess skill requirements, target budget and time management, and utilize all skills and time management necessary to complete all project initiatives.
* Developed A/B tests, heatmaps, surveys and plethora of analytic tools such as Adobe Test and Target and Adobe Marketing Cloud, etc.

 MAY **2013** - MAR **2015** Lead Frontend Web Developer

**Teefury, Irvine CA**

* Help execute successful replatform to Magento Enterprise 1.12 to fulfill existing, complex, business requirements while taking care of current and future demands.
* Evaluate and assemble teams of professionals, as needed, based on the timeline and budgetary needs of project goals.
* Analyze Google Analytics and Website Performance Testing to achieve maximum sales conversions.
* Automated local development environment setup/build routines with Vagrant, Ansible and other complementary tools

 AUG **2012** - MAY **2013** Web Developer

**Eyemagine, Irvine CA**

* Expert-level knowledge for the entire scope of e-Commerce, including; development, server environment, site optimization, UI design, usability and online marketing strategy.
* Worked in a variety of Frameworks while studying and passing Magento U’s program becoming another Certified Magento Developer. Zend Framework, Drupal 7, Umbraco (.Net), Wordpress, Sitecore.
* Devops experience, from initial server environment setup to advanced security, automated code debugging, Redis caching and continuous integration implementations.
* Consistently edit content related details on websites and online graphic collateral, based on performance statistics, to achieve increased conversion rates.
* Delivered website functionality via MySQL and PHP, leveraging Drupal 7 as a Content Management System

 JAN **2010** - AUG **2012** Web Developer

**SM Sold / Softmirage, Irvine CA**

* Cultivate and improve skills in backend and frontend technologies as well as server-side (Devops) environments to ensure project integrity within codebase and team direction, due to the diverse requirements of each project.
* Review, QA test, critique and approve all aspects of including; UI/Design, frontend code, backend code, server-side, optimization to assure the highest quality results.
* Design and develop front end UI/UX details for hundreds of marketing websites, email marketing graphics and banner ads, ensuring campaign brand consistency

Education

Bachelor of Science in Interactive Media and Web Design

The Art Institute of California - Orange County – 2009