

# Jessica Brown Nelson

## Software Developer

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### Objective

Experienced software developer with 9+ years of professional experience specializing in front-end development and full-stack solutions. Proven track record of delivering responsive, scalable, and user-friendly applications using modern technologies such as React, TypeScript, and AWS. Seeking an opportunity to leverage my expertise in development, design, and problem-solving to contribute to an innovative team and grow within a dynamic organization.

### Professional Experience

#### **INCODE, LLC | JANUARY 2019 - PRESENT**

Full stack Developer

- Consulted with organizations to identify business needs and deliver tailored solutions, driving operational efficiency and growth across diverse industries.
- Led the end-to-end development of dynamic, user-centric websites, ensuring optimal functionality, design, and performance across multiple platforms.
- Developed custom software solutions, enhancing client operations by streamlining processes, increasing automation, and improving user experience.

#### **TBS FACTORING/PETRA FINANCIAL TECHNOLOGIES | JANUARY 2020 – JANUARY 2024**

Front End Developer

- Played a main role in the complete redevelopment of the **GetPaid** and **FactorFox** financial applications, migrating them from legacy code to React/TypeScript for improved performance, stability, and usability.
- Instrumental in establishing foundational processes and procedures for Petra FinTech, including implementing an Agile framework supported by tools like Jira, Confluence, Figma, and GitHub.
- Designed and developed custom React component libraries, leveraging CSS Modules to create tailored styles that align with Figma design and company specifications.
- Integrated AWS services (Cognito, Lambda, Amplify) to streamline authentication, microservices, and hosting, ensuring scalability and robust performance.
- Played a key role in rewriting the front-end architecture, using React's Context API and integrating REST APIs to provide seamless data flow across the applications.
- Designed and implemented a NetSuite portlet integration to enhance financial data management and reporting efficiency. This solution enabled users to seamlessly add and customize the portlet in their NetSuite setup, streamlining document management processes.
- Built and maintained several industry websites leveraging AWS cloud products, Salesforce, GraphQL for the blog, HubSpot, and WPengine for optimized hosting and content delivery.
- Actively participated in peer code reviews, enhancing team code quality and mentoring junior developers on best practices.

## LOVE'S TRAVEL STOPS AND COUNTRY STORES | JANUARY 2016 – JANUARY 2020

Digital Experience Specialist

- Sole developer in the marketing department, responsible for creating and maintaining software solutions for in-store, customer-facing touchscreens and digital signage.
- Designed and developed the **Love's Portrait Touchscreen App**, integrating microservices for customer interaction and creating a seamless user experience with Vanilla JS and jQuery.
- Developed a custom component library for touchscreen content, which continues to be actively used by developers.
- Built key features for the **Love's Rewards Program**, including custom APIs using Node.js, Express, and JavaScript to integrate rewards data with in-store touchpoints.
- Developed Weather and Route Planning apps using Google Maps API and Open Weather API, hosted on Media Temple with PHP backend, to enhance customer travel planning.
- Implemented Google Analytics to track user behavior, providing insights that influenced future product iterations and marketing strategies.
- Developed and launched the **Mobile to Go Zone** application, built using the MEAN stack (MongoDB, Express, Angular, Node.js), allowing customers to easily browse and purchase products in-store.
- Designed and implemented a custom component library in Sitecore for **Loves.com**, improving content management processes and increasing efficiency.

## Education

DEVMOUNTAIN | FULL STACK WEB DEVELOPMENT | PROVO, UT

UNIVERSITY OF PHEONIX | MBA | OKC, OK

MCPHERSON COLLEGE | BA | MCPHERSON, KS

## Technical Skills

- Frontend: React, JavaScript, TypeScript, NextJS, jQuery, HTML5, CSS3, SASS, PHP, Redux, AngularJS, MUI, Bootstrap, Foundation, Angular Material, Highcharts
- Backend: MySQL, SQL Server, MongoDB, Node.js, Express.js, DyamoDB, REST API, Axios
- Cloud & Hosting: AWS (Cognito, Lambda, Amplify, Route53, AppSync, CloudFront, S3), WPengine
- Tools & Platforms: Agile, Git, GitHub, Jira, Confluence, Figma, Sitecore, WordPress, Salesforce, HubSpot, Google Analytics, Strapi, Webpack, Command Line, Google Maps API, Open Weather API
- Continued Education: Udemy, YouTube, Dev.to, Stack Overflow, Thisweekinreact.com, Medium
- Current Interest: In my spare time, I actively pursue learning through Udemy courses and YouTube. I'm particularly focused on React Native to deepen my understanding of mobile development within the React ecosystem.

## Leadership & Achievements

- Mentored junior developers, coordinated cross-functional team efforts, and led project tasks to ensure on-time, high-quality delivery of web applications.
- I led the rapid development of a high-traffic, SPA website in just one week in response to media attention for a corporate initiative. Worked directly with the CEO and marketing team to create a site that was integrated with Salesforce and hosted on AWS Amplify.
- I obtained my Product Owner Certificate and was the lead developer for all of the Love's projects.