

Jerrold Smith

Front End/UX Developer

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DEVELOPMENT PORTFOLIO

Baker Distributing

Baker Distributing (2025-2026)

- **Description:** Designed and implemented new ecommerce features and UX improvements across customer registration, order history, product reordering, cart messaging, and Magento CMS content
- **Technologies Used:** PHP, HTML, CSS, Sass, JavaScript, Magento 2, Google Analytics, Google Tag Manager
- **Link:** bakerdist.com

DataCo Install

Bitwerx (2025)

- **Description:** Redesigned the DataCo installer experience in Figma and refined the multi-step wizard to improve the flow and clarity of the setup process
- **Technologies Used:** HTML, CSS, JavaScript, React, Next.js, Tailwind CSS
- **Link:** install.dataco.vet

embecta

BoldSky (2022-2024)

- **Description:** Reskinned and restructured the diabetes care company website and built shared components to support internationalization across more than 20 countries
- **Technologies Used:** HTML, CSS, JavaScript, Adobe Experience Manager, Bootstrap, Google Analytics, Google Tag Manager
- **Link:** embecta.com

TSP

BoldSky (2023)

- **Description:** Reskinned, refined existing functionality, and enhanced accessibility on the life science talent solutions company website
- **Technologies Used:** HTML, CSS, JavaScript, PHP, MySQL, WordPress, Bootstrap, Google Analytics, Google Tag Manager
- **Link:** tsptalent.com

KIMMTRAK

BoldSky (2022-2023)

- **Description:** Developed new features, refined existing functionality, and enhanced accessibility for the uveal melanoma drug's patient and healthcare provider websites
- **Technologies Used:** HTML, CSS, JavaScript, React, Next.js, Google Analytics, Google Tag Manager
- **Link:** kimmtrak.com and kimmtrakhcp.com

Bath & Body Works

Bath & Body Works Direct (2017-2021)

- **Description:** Developed new features, refined existing functionality, and enhanced accessibility on the fragrance and body care retailer website
- **Technologies Used:** HTML, CSS, Sass, JavaScript, jQuery, Gulp, Salesforce Commerce Cloud (SFCC), SiteGenesis architecture, Google Analytics, Google Tag Manager, Brightcove
- **Link:** bathandbodyworks.com

Look Human

Print Syndicate (2015-2016)

- **Description:** Developed responsive storefronts integrating product catalogs, search functionality, and a secure checkout process for all design-driven apparel and accessories company brands
- **Technologies Used:** HTML, CSS, Sass, JavaScript, React, Google Analytics
- **Link:** lookhuman.com (React version retired), other storefronts retired