

Jerrold Smith

Front End/UX Developer

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OVERVIEW

Experienced, highly adaptable front end web developer with complementary skills in UX/UI design. Skilled at bridging the gap between design and development and collaborating across business disciplines to create intuitive digital experiences and design systems that support broader brand objectives. Passionate about crafting accessible digital interfaces while continuously learning and adapting to emerging technologies.

SKILLS

Front end:

HTML, CSS, JavaScript (ES6+), React, Next.js, Sass, Tailwind CSS, Bootstrap, Storybook

UX/UI:

Design systems, design tokens, responsive design, Figma, Framer, Sketch, Adobe XD

Web practices:

Web accessibility, cross-browser compatibility, testing & debugging, SEO

Creative:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign

CMS:

WordPress, Adobe Experience Manager (AEM), Drupal

APIs:

RESTful APIs, GraphQL

Version control:

Git

Email development:

Responsive email, MJML

Platforms:

Veeva

EXPERIENCE

Baker Distributing (March 2025 – present)

Front End Ecommerce Developer

- Created UX/UI designs and implemented new ecommerce features across customer registration, order history, product reordering, and cart experiences
- Enhanced and extended existing Magento 2 functionality to support customer and business needs

Bitwerx (October 2024 – March 2025)

Senior UI Developer

- Supported and enhanced an established Angular application, developing UI features and refining existing functionality
- Developed front end interfaces using React/Redux and Next.js for customer support and software installation workflows
- Applied UX/UI expertise throughout front end development and created Figma designs for a core application redesign

BoldSky Creative Studio, a Syneos Health company (October 2021 – April 2024)

Senior Front End Developer

- Developed responsive websites, interactive HTML5 banners, modern emails, and touchscreen solutions for top pharmaceutical and biotech firms

- Implemented solutions in a wide array of technologies tailored to each unique project and client, including React, Next.js, WordPress, Adobe Experience Manager, and Veeva
- Enhanced web accessibility across highly regulated pharmaceutical and biotech projects

Bath & Body Works Direct (May 2017 – October 2021)

Senior Front End Web Developer

- Developed new features, refined existing functionality, and enhanced accessibility on bathandbodyworks.com in Salesforce Commerce Cloud (SFCC) using the SiteGenesis architecture
- Designed and developed a product campaign landing page system with design templates, a UI component system, documentation, and development templates
- Collaborated with designers and content producers, offering clarity on website development processes, technical insights, and leveraging UX principles

Nationwide Insurance (March 2016 – May 2017)

Contract Developer/Designer

- Architected, designed, and developed a services-based department intranet website in Microsoft SharePoint; created marketing plan to extend solution to parent and sibling departments
- Designed and developed project-based microsites
- Created DevOps engagement campaign for Nationwide's annual IT conference through posters and an eight-page comic book

Print Syndicate (January 2015 – January 2016)

Senior Front End Developer, UX/UI Designer

- Developed responsive storefronts in React for all Print Syndicate brands
- Designed information architecture, UI wireframes, and UX strategy for ecommerce website platform rebuild
- Created successful "abandoned cart" email remarketing campaigns resulting in high click-through rates and immediate sales boosts

Mindstream Interactive (May 2014 – January 2015)

Senior Front End Developer

- Led responsive front end development for numerous prominent clients, implementing solutions in a wide array of technologies tailored to each unique project and client
- Created the agency's first responsive triggered email program for a Fortune 500 client
- Developed and frequently designed a variety of microsites, Facebook pages, and email campaigns

GROOVE U (January 2014 – May 2014)

Adjunct Instructor

- Created and taught first Interactive elective class for second year students
- Covered fundamental topics in web design/development, analytics, content management systems, mobile, and social/email marketing as part of class curriculum

SBC Advertising (February 2008 – May 2014)

Senior Front End Developer

- Led front end development on various high-profile client projects, featuring the agency's earliest responsive website solutions
- Led email development strategy and implementation, while contributing to process-building and design