



# JENNIFER LYN PARSONS

SENIOR WEB DEVELOPER

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## EXPERTISE

### CORE TOOLSET

- JavaScript
- HTML
- Sass
- Rails

### DEVELOPER INTERESTS

- Accessibility
- User Advocacy
- Mentorship
- Documentation
- Humane Technology
- Best Practices

### OTHER GENERAL SKILLS

- Self Starter
- Passionate Learner
- Good Design Eye
- Experience Working Remotely

## ACHIEVEMENTS UNLOCKED

I've published 3 (soon to be 4) books, created wool toys, knitted hats, and bound books.

In another life, I played Carnegie Hall, designed album covers, was a drum technician, assistant audio engineer and earned the Girl Scout Gold award.

## EXPERIENCE

### SOFTWARE ENGINEER | Lab Zero Innovations | *July 2017 - Present*

I work on small teams at this digital consultancy providing full product development, from concept to design to code in an Agile package.

- Created applications in Rails with Rspec, Cucumber, and Haml for Fortune 10 clients.
- Refined front-end custom CSS/Sass frameworks.
- Improved user experience and accessibility on client sites.
- Presented technical talks on Accessibility and Xpath.
- Participated in front end team to establish internal best practices and preferred toolsets.

### SENIOR FRONT-END DEVELOPER | Sooryen Technologies, Inc. | *August 2014 - July 2017*

At this consultancy, I implemented new workflows and technologies, improved team efficiency, mentored junior developers, and presented internal tech talks.

- Senior Developer on mobile sites for the 1800Flowers family of brands, increasing conversion rates, maintaining and improving existing codebase, and implementing new features.
- Architect and Tech Lead for Web Payments API and Google AMP implementation projects.
- Tech Lead and Project Manager for Bloomreach partnership, serving top 100 ecommerce merchants, improving search and conversion.

### WEB DESIGNER | Brimar Industries, Inc. | *December 2010 - August 2014*

My main responsibility was designing and building PHP-based user interfaces for the company's various ecommerce sites and blogs.

- Designed and coded new checkout, category and product templates for SafteySign.com and PipeMarker.com to increase conversion rates.
- Refactored CSS files and improved cross-browser compatibility across all sites, including responsive design features and testing.

### WEB PRODUCTION ASSISTANT | rayogram | *June 2010 - December 2010*

At this boutique web agency, I contributed to all aspects of site development, from template creation to photo preparation.

- Created Drupal templates, installed and configured modules
- Updated CSS files
- Modified PHP templates

## PERSONAL PROJECTS

### SELFCARE.TECH

*Resources*  
[selfcare.tech](http://selfcare.tech)

I started this site to provide a central location for tech industry folks to find links that will help us all take better care of ourselves.

### LUNA STATION QUARTERLY

*Publishing*  
[lunastationquarterly.com](http://lunastationquarterly.com)

I'm the Publisher and Editor-in-Chief for this long-running speculative fiction magazine and blog featuring stories by emerging women-identified authors.

### A QUANTITY OF STUFF

*Technical Writing*  
[jenniferlynparsons.github.io](https://jenniferlynparsons.github.io)

The posts here range a bit, some more technical and others focusing more on the human factor in all these bits and bytes.

### PLASTIC

*Game Engine*  
[plasticengine.games](http://plasticengine.games)

The purpose of plastic is to provide a simple, flexible engine for handling character creation, meters, inventory and interactions in text-based games.