
Work Experience

Alex Johnson

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Technical Knowledge

JavaScript (ES6),

React, AngularJS,

CSS3/SASS,

MongoDB, MySQL,

Amazon AWS,

Jekyll, WordPress, Git

Head of Product - CultureHQ

Sep. 2017 – June 2018

CultureHQ is an early-stage startup creating software and social tools for organizations to empower and measure their workplace culture and community.

- Led the front-end development of the React (Redux, ES6) web application from concept to release, following agile processes to validate, estimate, and deliver features through weekly sprints.
- Planned product roadmap, including new features and UI/UX improvements. Took into consideration changing business priorities, customer feedback, and usage metrics.
- Led product-market-fit initiatives, including scenario-based prototype testing, remote UI testing, and 1-on-1 interviews with customers.
- Developed an admin dashboard for client support and analytics, enabling support agents to simulate a user's current view and interact with the account in real-time.

Software Engineer - Tablelist & NightPro

Jan. 2014 – May 2017

Tablelist is an app for buying tickets and packages at nightclubs, lounges, and restaurants. Tablelist acquired and rebuilt NightPro, a B2B tool for venue management, ticketing, guest list, and credit card fraud detection.

- Led the front-end team of tablelist.com, an AngularJS responsive web app that handled over \$9.1 million dollars in revenue over 3 years. Managed 4 junior front-end developers, created user flows, implemented wireframes, and built a custom e-commerce checkout experience.
- Created customizable widgets in Vue.js, allowing venue partners to embed our e-commerce checkout flow on their marketing sites. Refactored legacy code to improve initial load time by 5x.
- Led development of a suite of internal tools for the business, sales, and support team, including internal data management, user tracking, sales metrics, and marketing tools.
- Managed SEO efforts, including creating hundreds of unique pages of targeted content, that increased organic traffic by 300% and organic conversion rates by 15%.
- Contributed to the JavaScript SDK and empowered third party developers to use the Tablelist API.
- Designed and developed the marketing site nightpro.co.

Web & Content Developer - Texture Technologies Corp.

Jan. 2008 – Jan. 2014

Texture Technologies Corp sells and provides training for high precision material testing equipment.

- Built static marketing site texturetechnologies.com with Jekyll, JavaScript, Imgix, and Amazon S3.
- Developed a subscription service for video training lessons using JavaScript, PHP, and MySQL.
- Trained and managed three-person cross-functional web team to continuously update site content and improve SEO.
- Led brand design efforts including company logos, print ads, and marketing materials.
- Assisted President with marketing and sales efforts, improving the CRM system, implementing live customer support tools, and handling all photography and video production efforts.

Web Developer - EverTrue

Jan. 2013 – June 2013

EverTrue is an app developer, building tools to strengthen alumni relationships and fundraising.

- Developed a customer facing admin portal in Backbone.js, allowing clients to configure white-labeled native apps. Focused on browser compatibility and responsive design. Developed marketing landing pages and email campaigns. Worked with the EverTrue API using PHP and MySQL to build views for bulk importing data, and user management.

Education

Northeastern University - Boston, MA

2015

College of Computer and Information Science

Bachelor of Science in Computer Science and Interactive Media. GPA: 3.68/4.0