# Darek Tatum

As a seasoned front-end developer, I have experience coding complex single-page applications for large organizations using the latest tech stacks. My focus is on prioritizing the end user experience.

Front End Developer | 214.223.0960 | jdtatum@gmail.com | linkedin.com/in/jdtatum | jdtatum.com

## Work Experience

**Topgolf**
December 2018 - Present

**Senior Web Developer** March 2023 - Present

**Web Developer** December 2018 - March 2023

- Transitioned Topgolf web properties from MODX/PHP to full SPA React sites
- Work with cross-functional teams to build in-bay/mobile login SPA
- Implement a/b testing, user personalization via Dynamic Yield for Toptracer.com
- Work to ensure all properties are GDPR compliant and adhere to WCAG 2.1 standards
- Build twig based MODX FRED CMS elements for International Partners
- Prepare wireframes/mock-ups/annotations for new projects
- Implemented an i18n system to translate Toptracer.com in multiple languages

**Half Price Books**
2017 - 2018
2010 - 2015

**Front End Web Designer and Developer**

- Designed/coded/managed hpb.com and other HPB owned websites utilizing vanilla HTML, CSS, and Javascript
- Directly integrated HPB.com's mailing list signup to the Salesforce backend
- Designed/coded dynamic emails
- Managed web team overviewing design and code
- Prepared wireframes/mock-ups/annotations for new page designs
- Involved in UX decisions and usability testing
- Designed digital assets for advertising/social media

**Ambit Energy**
2016 - 2017

**Front End Web Developer**

- Designed/coded/managed Ambit Energy owned websites utilizing Angular 2
- Aided in CSS animations for Consultant Conference location based mobile game
- Prepared wireframes/mock-ups/annotations for new page designs
- Designed/coded dynamic emails
- Involved in UX decisions and usability testing
- Designed digital assets for advertising/social media

**Freelance**

2003 - Present

## Web Designer/Developer

- Manage wife's photography site, utilizing Wordpress as a headless CMS via GraphQL/React
- Design/develop client eCommerce Wordpress sites using Shopify and Shift4Shop
- Perform customer service and duties common to small businesses

**JCPenney**

2009 - 2010

## Internal Communications Web Designer/Developer

- Converted monthly associate magazing into interactive site
- Designed/developed associate-facing sites
- Prepared/implemented streaming video, photo galleries, and blog posts
- Provided support and knowledge for new web initiatives
- Designed/coded associate emails

**BeautiControl**

2006 - 2009

## Internal Communications Web Designer/Developer

- Acted as lead designer in redesign and development of consultant intranet including implementation of asynchronous javascript elements
- Converted Photoshop documents to fully functioning HTML/CSS pages
- Assisted in management and development of BeautiControl owned websites
- Designed/coded emails

**Starbucks**

2004

## Barista

- Mmmmmm coffee

# Education

**Abilene Christian University**

Bachelor of Science

Integrated Marketing Communications

2003

**Dallas Comedy House**

Improv Training

2010

# Skills

HTML | React | NextJS

CSS | SASS | Tailwind

Javascript | Typescript

Wordpress

PHP

REST | GraphQL

Git

NodeJS

Accessibility

Figma

# Related Hobbies

- Forcing my kids to play retro video games on an Emulation Station/Raspberry Pi setup
- Using Raspberry Pi to introduce my kids to basic robotics
- Working on a smart display utilizing ChatGPT to serve up jokes, poetry, and the weather
- Photography, writing, woodworking, running, and all the usual mid-life crisis hobbies