

Ian Bonaparte

Front End Developer

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SUMMARY

4+ years experience in eCommerce and digital marketing. Excellent team player, that has the ability to take on projects and see them through to completion. Able to learn and understand new concepts and technologies quickly. Passionate about good UX design and conversion optimization.

SKILLS

- HTML5, CSS
- JavaScript, jQuery
- React, Node.js
- Figma
- Sitecore CMS
- Sitecore Discover
- Bloomreach
- Google Analytics
- Google Tag Manager
- Google Merchant Center
- Facebook eCommerce
- A/B Testing
- SEO
- WCAG 2.1 Accessibility Standards
- JIRA, Asana

EXPERIENCE

Jordan's Furniture, Taunton, MA - *Senior Front End Developer*

October 2019 - PRESENT

- Lead team of 3 front end developers, managing schedules, performance reviews and daily tasks.
- Lead development of A/B testing strategies, and contributes to ideation of new tests with the goal of optimizing conversion rate.
- Conduct weekly code reviews with the team to ensure we are following internal best practices & following accessibility guidelines.
- Acts as the project lead for daily stand-ups with the overseas backend team. This includes ticket prioritization, defining requirements, and providing & approving project estimates.
- Utilize Sitecore 9.1 and Sitecore Xperience Accelerator (SXA) to create and manage campaign landing pages, homepage updates, and long-term optimizations to PLP, PDP and other conversion-driving pages.

- Conduct competitive research monthly to identify gaps in content & merchandise. This research helps put together a roadmap & project plan for the year.
- Responsible for set-up and maintenance of Jordan's eCommerce feeds including the Google Merchant Center & Facebook/Meta Catalog. Worked with digital ad agencies to optimize our product info and photographs to support paid campaigns.

Jordan's Furniture, Taunton, MA - *Inventory Control Coordinator*

June 2014 - October 2019

- Served as 1 of 3 inventory software experts in the company (Red Prairie), responsible for the efficient and accurate flow of product through the Jordan's Furniture distribution center.
- Acted as internal help desk for any employees in the D.C. or satellite warehouses having inventory related issues.
- Investigated & resolved any issues that impacted customer satisfaction, including receiving mis-tags or uncaught vendor defects.

Jordan's Furniture, Taunton, MA - *Truck Returns Processor*

October 2012 - June 2014

- Processed delivery trucks coming back from their routes at the end of the day. Accounted for & processed all inventory that did not get delivered due to issues such as damaged goods, or size issues with customer's homes.
- Examined and determined whether returned goods were still quality enough to be sold as new, sent to clearance or needed repairs.

EDUCATION

University of Massachusetts, Lowell - *Bachelors of Science - Information Technology*

January 2016 - September 2019

Completed courses in multiple programming languages including Objective-C, C#, Ruby, Python and JAVA.

University of Massachusetts, Lowell - *Certificate in Web Development*

January 2016 - September 2019

Completed courses in responsive design (HTML/CSS), JavaScript, ColdFusion, and SQL.

PROJECTS

Jordan's Furniture Redesign - *February 2022*

This project was a huge undertaking for our development team. I led a newly hired team of 3 developers and UX designer, as the Sr. Front End Developer to completely overhaul the customer-facing portions of the site. An outside firm helped create wireframes for some of the most basic pages (homepage, product listing pages, product display pages), as our team made modifications and adjustments as we saw fit. In less than a year, we developed, tested and launched a brand-new Jordans.com that resulted in higher conversion rates, lower bounce rates, and more time spent on site per visit. Accessibility and usability scores also reached all-time highs as a result of this redesign. This project was a huge success, and I will forever be proud of the work our team did with the resources we had.

Jordan's Furniture Homepage Redesign - April 2021

Prior to my hire, the Jordans.com homepage was compiled of only 3 to 4 full-width image banners that drove to various collections. The images were not responsive and provided a sub-optimal mobile experience. I wireframed, mocked-up and developed a new experience that gave Jordan's the room to tell more than just 1 story on their homepage, as well as give their customers who know what they're looking for the ability to serve themselves with 12+ "Featured Category" icons. I used Google Analytics and session replay in order to make UX decisions that would provide Jordan's customers with the best customer experience. This project took place before Jordan's decided to hire a full-time UX Designer.

LINKS

Snapshot of the Jordans.com inherited when I started in 2019
<https://web.archive.org/web/20191106214602/https://www.jordans.com/>



Snapshot in 2021 after the homepage redesign
<https://web.archive.org/web/20210722143330/https://jordans.com/>



Present Day
<https://www.jordans.com/>

