

engineering leader

Jonathan Kempf

716 361-1205

kempfjj@protonmail.com

kempfcreative.com

Profile Engineering leader with a history of turning visions into tangible products while developing engaging customer experiences. A proven ability to manage and motivate diverse and agile teams, and coordinate enterprise-wide development activities. Passionate about learning new technologies and implementing complex engineering solutions, while ensuring a focus on common goals.

Experience **Tech Lead Manager, Wanderu**

Remote | May 2023 - Present

Duties, Accomplishments & Related Skills

- Streamlined Development Processes: Migrated self-hosted NPM repository to a private repo, modernized API design with documentation and MVP examples, and deprecated legacy monitoring systems to reduce complexity.
- Enhanced Product Features: Delivered key user-facing features, including dynamic fare fees, live chat on checkout screens with user context, and an improved search experience with current location, recent searches, and points of interest.
- Modernized Payment Systems: Transitioned payment logic to a webhook event-streaming architecture, enabling real-time virtual card creation and reporting while integrating with a new payment provider.
- Boosted Engineering Productivity: Implemented a new page framework, allowing marketing teams to dynamically update and test UI treatments, and extended a custom split-testing application to support payment and pricing experiments.
- Secured Platforms: Addressed multiple security vulnerabilities in input validation and APIs, replaced fraud services with new integrations, and scoped email verification for a Cognito-based application.
- Demonstrated Leadership & Collaboration: Mentored engineers into advanced roles, partnered with executives on large-scale initiatives, and aligned teams across domains to unblock critical projects like Apple Pay integration and schedule data normalization.
- Delivered Data-Driven Insights: Built dashboards using Snowflake, Amplitude, and Datadog to track user engagement and engineering metrics, and conducted technical SEO optimizations to improve search engine rankings.

Skills

- A/B Testing
- Agile
- Amazon Web Services (AWS)
- API Development
- CI/CD Pipelines
- Communication
- Engineering Management
- Hiring Committees
- HTML/CSS
- Isomorphic JavaScript
- Microservices Architecture
- Node.js
- Observability Tools (Datadog, Amplitude)
- Project Management
- React
- Redux
- Responsive Web Design
- Security & Authentication
- SDLC Processes
- Technical Design
- Technical SEO
- Test-Driven Development

Certifications

UX Certification

March 2015

Nielsen Norman Group

MongoDB for Node.js Developers

March 2016

MongoDB Inc.

Education

State University of New York at Buffalo

2010

B.F.A. Communication Design

Erie Community College

2008

A.S. Communication & Media Arts

Senior Engineering Manager, Maisonette

Remote | March 2022 - May 2023

Duties, Accomplishments & Related Skills

- Accountable for the engineering roadmap and culture of a highly diverse and distributed team of engineering managers
- Responsible for doubling the growth of the engineering team from 8 to 16 full time employees.
- Pairing with engineering managers to set clear goals for teams, including helping to define overall direction of the tech roadmap.
- Translated direction from executive leadership into actionable project roadmaps, including clear milestones for team leads to implement. This resulted in a shovel-ready engineering roadmap backlog that was 300% larger than previous years.
- Implemented engineering practices which increased velocity several times over, reducing costs and increasing product deliverables.
- Ensured tech debt reduction via agile scrum prioritization

Engineering Manager, Maisonette

Remote | August 2020 - March 2022

Duties, Accomplishments & Related Skills

- Accountable for the career growth and technical execution of between 4 and 7 engineers
- Created a highly technical and diverse engineering team from the ground up with an average time to close of 33 days, which was able to deliver on core business needs and KPIs.
- Grew engineers by using a review cycle, weekly touchbases, and bi-yearly assessments, which led to multiple promotions and happy employees.
- Prioritized larger company projects on a quarterly and multi-year basis in order to focus on key metrics such as keeping the GMV growth (+160%) and CVR percentages (+25%) increasing MoM and YoY.
- Developed sprint plans and sprint reports to communicate status of important projects and metrics to the executive team.
- Paired with product managers to define success criteria and technical details of projects, resulting in consistent delivery of initiatives quarter after quarter.

Lead Front-End Engineer, Maisonette

Remote | April 2018 - August 2020

Duties, Accomplishments & Related Skills

- Increased success rates of product filtering by 25% by identifying weak areas of search filters and re-writing the code and user interface.
- Improved user retention by creating the capability to use video as primary assets in product pages, landing pages, and blog posts.
- New site traffic increased 30% by efforts launching and directing the engineering and architecture of the critically acclaimed editorial arm of Maisonette: Le Scoop.
- Led the initiative to use UserTesting.com as a daily part of our product design and engineering teams, resulting in a 100% decrease in wasted development time due to dead-end projects.
- Boosted conversion rate 100%, from 0.6 to 1.2 by leading the engineering efforts to integrate a third party search optimization company into the frontend codebase.
- Decreased image sizes by up to 30% by creating a serverless image service for converting, resizing, and compressing images uploaded by our internal and external teams.
- Led efforts to re-write all front-end code in a React & Next.js ecosystem, from a test driven development and performance first mindset.
- Created a new content management system with existing team members workflows and cowpaths integrated inside, which resulted in 50% reduction in time for company to market.

UI Engineer, Advanced Digital

Jersey City, NJ, Remote | May 2015 - April 2018

Duties, Accomplishments & Related Skills

- Migrated PERL-based content management system (CMS) from an in-house datacenter to Amazon Web Services (AWS).
- Saved over \$3,000/week in publishing costs and \$1,500/week in hosting by rewriting several sub-processes inside the CMS to utilize microservice architecture best practices.
- Created new full-stack, RESTful applications using AWS Lambdas, NodeJS, JavaScript (ES6), NoSQL, and asynchronous MVC programming methodologies to serve single page applications for our external audience and internal clients.
- Implemented a redesign of all media group homepages

using ES2015 modules and explicit CSS Grid. Used Lambda and API Gateway to create API Endpoint middleware to integrate third party endpoints to a new homepage application.

- Refactored client-side JavaScript code in a test driven development manner, using latest JavaScript specifications (ES6).
- Standardized CSS styles with the design teams as part of a typography architecture and redesign project, resulting in 100% increase in session duration, 22% decrease in bounce rate, and 11% decrease in load times.
- Broke out monolithic front-end JavaScript libraries into a module-based architecture while implementing unit testing for each module, reducing bug density by 20%.

UX/UI Developer, Verizon Wireless

Piscataway, NJ | July 2013 - May 2015

Duties, Accomplishments & Related Skills

- Increased sales by 27% as lead of the front-end team responsible for redesigning Verizon Wireless' accessories website using responsive web design.
- Reduced 1.25 seconds of overall load time, and removed over 180 network requests by leading the engineering effort of a refactor of the entire JavaScript framework which powered all functionality for the Accessories application.
- Managed an on-site team of 5, and an offshore team of 3, as lead front-end developer, and scrum master.
- Reduced the size of the CSS and JavaScript payload by 85% by updating the continuous build and deployment (CI/CD) tool chain to allow for code splitting.
- Worked closely with business stakeholders to translate business concerns into actionable engineering stories.
- Created brand new revenue opportunities by using AngularJS to write several microsites for accessory sales.
- Increased CTR on hero images and copy by customizing the Endeca Java framework, allowing for the ability to create several client facing experiences using drag and drop APIs.