

JOEL EDWARDS

WEB DEVELOPER

PROFILE

Name

Joel Edwards

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Github

<https://github.com/joelledwards>

WEB DEVELOPER

Highly accomplished Senior Web Developer with 15+ years of experience leading the design, maintenance, and development of high-traffic websites and scalable e-commerce platforms. Expertise in modern Front-End architecture (React.js, advanced Javascript, Responsive Design, CSS Frameworks) with a strong foundation in Full Stack concepts (Node.js, Python, API development). Proven ability to drive product quality and mentor development teams.

TECHNICAL SKILLS

Front-End / UI

React.js, JavaScript (ES6+), Typescript, HTML5, CSS3, SCSS, Responsive Design, jQuery, Bootstrap, Component Architecture

Back-End / Full Stack

Node.js (Familiarity), Python (Familiarity), PHP, RESTful APIs, API Design & Documentation, Express (Familiarity)

Databases

SQL (MS SQL Server, MySQL), MS Access, Database Query Optimization

Tools & Version Control

Git, GitHub, JIRA, Visual SourceSafe (VSS), TFS (Team Foundation Server), Webpack (Familiarity), CI/CD Concepts

Methodologies

Agile, SCRUM, Code Review, Testing & Debugging, Web Performance Optimization, SEO Principles

EXPERIENCE

2023 - 2025

4 Media Central

Lead Web Developer / Front End

Led the design and development of high-traffic affiliate websites and electronic applications, ensuring 100% cross-browser compatibility and alignment with responsive design standards.

Engineered dynamic, client-facing web applications using React.js, delivering highly interactive user interfaces that enhanced the end-user experience and met diverse client business requirements.

Architected and implemented a modular component-based UI using Web Components modern Javascript (ES6+), resulting in improved code quality and a 30% faster time-to-market for new affiliate features.

Spearheaded quality improvement initiatives, including defining and enforcing coding standards across the team, which reduced production bugs.

Collaborated directly with marketing and leadership to translate complex business requirements into technical specifications, ensuring all design elements and templates directly supported key SEO and conversion goals.

Provided technical mentorship and guidance to junior developers on best practices in Front-End performance optimization.

2022 - 2023

Senior Web Developer

Spearheaded the migration of legacy jQuery/PHP interfaces to a modern Javascript architecture, establishing the technical foundation that later adopted React.js.

Took full ownership of Front-End performance optimization across multiple sites, implementing image optimization and lazy loading techniques that improved page load speed.

Introduced and enforced Front-End coding standards and comprehensive code reviews, resulting in a 20% reduction in production-level bugs detected post-launch.

2017 - 2023

Web Developer

Implemented Responsive Web Design (RWD) across all company websites, successfully optimizing them for mobile devices.

Built and maintained core site templates using HTML5, CSS3, Javascript, ensuring compliance with internal style guides and accessibility standards.

Managed routine maintenance and updates, ensuring all design elements and finished solutions functioned within various browser environments.

2007 - 2016

3dcart Shopping Cart Software (Shift4Shop)

Sr. Web Developer / Web Designer

Spearheaded the design and development of the current proprietary Front-end E-commerce Framework, currently utilized by thousands of active merchants globally.

Modernized the legacy store manager interface using the Bootstrap Framework, significantly improving the user experience for administrative tasks.

Experience using source control technologies (TFS, Visual SourceSafe)

Knowledge in MS Access and MS SQL Server

EDUCATION

2026 - 2026

Understanding Typescript

Udemy

2023 - 2024

Meta Front-End Developer

Meta on Coursera

2021 - 2021

React Developer

Udacity

2020 - 2020

Full Stack Web Developer Nano Degree

Udacity

2001 - 2003

Computer Science

Pace University / School of Computer Science and Information Systems

2000 - 2001

High School Diploma

Samuel J. Tilden High School