



<edyta />  
PRINCIPAL SOFTWARE ENGINEER



AWARD-WINNING  
DESIGNER



DEVELOPER



SOLUTION FINDER

# Edyta Jordan

## **Award-Winning Designer turned Developer.**

I started as a Graphic Designer/Multimedia Artist and received a Gold Addy Award for my design from American Advertising Federation.

While still working as a Graphic Designer, I transitioned into a Full-Stack Software Engineer & Demand Generation / MarTech Professional certified in [Salesforce](#), [HubSpot](#) and [Marketo](#).

**[www.EdytaJordan.com](http://www.EdytaJordan.com)**

Let's **Do** Something Amazing!

# Resourceful and a solution-finder.

I can take your project from start to finish – from planning and concept development with the client, through wireframing and art direction/design to front and back-end development, including deployment and post-deployment training.

The proof is in the projects @ <https://www.edytajordan.com/portfolio>

## What's in my Toolbox.

### Project Management & Technical Lead

Principal Software Engineer / Technical Lead with expertise in front-end and back-end development.

#### Specialties

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- Provide leadership and guidance on project development efforts.
- Assisting in requirements gathering, architecture, design, and estimation
- Partnering with cross-functional teams (Strategy, Design, UX)
- Being a strategic thinker and team member
- Support multiple concurrent streams of work
- Foster positivity and encouragement through mentorship of peers
- Identify opportunities for continual improvement.
- Identify and document technical debt for future development consideration.
- Creating technical and systems documentation
- Mapping out team procedures.

### Demand Generation & MarTech

I have significant hands-on experience working as a Marketing Automation Practitioner and CRM Integrator / Developer. I am certified in [Salesforce](#), [HubSpot](#), and [Marketo](#).

#### Specialties

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- Salesforce administration and custom development (Apex, LWC, SFDX CLI)
- Salesforce Marketing Cloud (Email Studio, Web Studio, Forms, Journey Builder)
- Marketing Cloud Intelligence (Datorama)
- Build cutting-edge, highly customized Salesforce Experience Cloud sites
- HubSpot CMS Development, Dashboards, Landing Pages, Email, Forms, Workflows, 3<sup>rd</sup> party integration
- Marketo Landing Pages, Email, Workflows, Forms, 3<sup>rd</sup> party integration

# Accessibility (ADA & WCAG Compliance)

As a certified WCAG Professional, I can help you meet ADA / WCAG Compliance.

## Specialties

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- Coding and designing for accessibility
- Automated & Manual Testing

# Web Application & API Development / Integration

If you can imagine it, I can build it – whether it's a custom web application or a full-blown Member Portal.

## Specialties

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- Frontend & Backend Coding
- Micro-service Architecture
- Headless CMS
- Custom API Development (REST & GraphQL)
- 3rd Party API Integration (QuickBooks, Google Services APIs, ZOHO CRM APIs, Salesforce API)
- CRM & Email Marketing Integration
- Custom CMS Development (WordPress, Drupal, Joomla, Sitefinity, and more)
- Member Portals
- Real-time apps with Echo & Pusher
- Responsive Web Design

## Toolbox

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- Vue / Nuxt
- React / Next
- PHP (OOP/MVC)
- APEX
- Frameworks: Laravel, Symfony, CakePHP
- REST API
- LAMP Stack
- TailwindCSS / SASS / Less
- Bootstrap
- SQL Databases: MySQL, PostgreSQL
- NoSQL Databases: MongoDB, Redis, Elasticsearch
- GraphQL
- Bitbucket / GitHub / GitLab

# CMS/DMS/LMS systems I work with

I have significant hands-on experience with CMS Systems like WordPress, Drupal, Joomla, and more. See the list below. With custom development, I will make sure you have complete control of your website and will be able to make content edits anytime you want without any assistance.

## Specialties

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- Custom Theme Development
- Custom Plugin / Module Development
- Headless CMS
- API Integration

## Toolbox

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- WordPress
- Joomla
- Kentico
- SmugMug
- Docebo LMS
- Drupal
- Sitefinity
- Magento
- ChamberMaster
- ProcedureFlow

## E-Commerce

Whether you need a full-blown e-commerce site or you are just selling a few products, I can set it up for you!

### Toolbox

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- PayPal
- Authorize.net
- Woo Commerce
- Shopify
- Magento

## DevOps

I have wide-ranging knowledge of both development and operations, including coding, infrastructure management, system administration, and DevOps toolchains.

### Specialties

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- Overseeing Pull Requests to Development, QA, Staging, and Production
- Overseeing deployment and DevOps tasks
- Server management (VPS, Linux)
- Hosting Services: AWS, Microsoft Azure, DigitalOcean, WPEngine, Pressable, Rackspace
- Git Providers: Bitbucket, GitHub, GitLab

## UI/UX Design + Branding

I design beautiful and functional user experiences.

### Specialties

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- UX/UI Design
- Brand Identity & Print Collateral

### Toolbox

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- Adobe (Photoshop, InDesign, Illustrator)
- Adobe XD
- Sketch
- Figma

## Prototyping

I have extensive experience building interactive prototypes and wireframes.

### Toolbox

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- InVision
- AxureRP
- Mockflow
- AdobeXD
- Figma
- Microsoft Visio

## Acting & Video

A couple of times, I appeared on camera to deliver a message, present a product, or demonstrate a process.

# Experience.

Visit my portfolio for related projects @ <https://www.edytajordan.com/portfolio>

## Principal Software Engineer

CMD Agency | Portland, OR | Sep 2022-Present | Full-time

- Provides leadership and guidance on project development efforts.
- Assists in requirements gathering, architecture, design, and estimation.
- Strategic thinker and team member
- Supports multiple concurrent streams of work
- Fosters positivity and encouragement through mentorship of peers
- Identifies opportunities for continual improvement.
- Identifies and documents technical debt for future development consideration.
- Partners with cross-functional teams (Strategy, Design, UX, and Project Management)
- Full-stack Software Engineering with PHP, Node.js, React.js, NEXT.js, GraphQL + more
- Salesforce Development and Integration (Salesforce CRM, Salesforce Marketing Cloud, Pardot, Marketing Cloud Intelligence (Datorama))
- Design and develop features and functionality for headless CMS
- Design and develop APIs with REST and GraphQL
- Integrate and consume external APIs (REST, SOAP, etc.)
- Implementing best practices for the project
- Overseeing Pull Requests to Development, QA, Staging, and Production
- Overseeing deployment and DevOps tasks
- Creating technical and systems documentation
- Certified Web Accessibility Specialist
- Certified HubSpot Developer

## Software Engineer (Full-stack) & Certified Salesforce Developer

Gant Travel Management | Bloomington, IN | Sep 2021-Sep 2022 | Full-time

- Full-stack Software Development and integration with 3<sup>rd</sup> party systems.
- Salesforce Development (REST & SOAP API integration with external systems (Amadeus, Concur, Compleat, Laravel, TalkDesk))
- Build and enhance Lightning Web Components to deliver custom, handcrafted experiences.
- Custom Lightning App Development
- APEX Programming (for LWC and REST API Endpoints)
- Both package and organization-based development
- Integration with Laravel using Forrest and Eloquent Salesforce libraries
- Mapped team procedure with Procedure Flow.
- UX Design

## Software Engineer II (Full-stack)

1-800-Contacts | Salt Lake City, UT | Apr 2021-Sep 2021 | Full-time

- Full-Stack Software Engineer (Vue.js, React.js, Tailwind CSS, PHP 8, Laravel & Lumen, MySQL, REST API, GitLab)
- Collaborated with UX Designers to create clean interfaces and simple, intuitive interactions and functions for software packages.
- Cooperated with project partners to create a development software roadmap based on client specifications and user-guided design.
- Real-time App Development with Laravel Echo, Pusher, and Laravel Websockets.
- Development of new & maintenance of existing API endpoints in Laravel/Lumen API microservice.
- Creating migrations, factories, and seeders for API backend.
- Writing unit tests for each API endpoint in both Lumen and Postman.
- Management and maintenance of Postman Team account and our API Collection and Environments.
- Code review and Pull Request Approval/Review (GitLab)
- Upgraded front-end application from Vue.js 2 to Vue.js 3
- Upgraded front-end application from Tailwind CSS 1 to Tailwind CSS 2 & TailwindUI.
- Designed new UI/UX for Admin Shell for our internal Admin, Inventory, and Merchandising Tools.
- Created custom Vue.js 3 Product Grid.

## Senior Full-Stack Software Engineer / UX Designer

DigitalBeef, LLC | San Antonio, TX | Sep 2017-Apr 2021 | Full-time

- Led the development of Herd Management System (Full-stack, Multi-tenant Laravel, and custom PHP MVC application with PostgreSQL Database on the backend and Vue.js, React.js, Bootstrap, and TailwindCSS on the front end).
- Herd Management System used 3rd party API integration for ZOHO CRM Member Subscriptions & Help Desk, QuickBooks & Authorize.net integration.
- Lead the implementation of standards and DevOps operations: Scrum Master role, Code Review, GIT, and Deployments.
- REST API development for iOS and Android Apps. Both custom PHP and Laravel.
- Custom WordPress Development - Designed and programmed custom WordPress themes and plugins for DigitalBeef's corporate site. Integrated ZOHO Desk & ZOHO Subscriptions API into custom WordPress Admin section.
- Designed branded booth graphics for a trade show.
- Testing & Development of APIs using Postman, Newman, and Jenkins. Created tests and testing workflows.
- Created mock servers for front-end testing.
- 3rd-party APIs and CRM integration: Salesforce, QuickBooks, ZOHO Desk, ZOHO Subscriptions. Authentication with OAuth2 and AuthTokens.

## Front End Developer/UX Designer

World Bank on behalf of HCL Technologies | Washington, DC | Jan 2017-Sep 2017 | Full-time

- Produced UX and GUI concepts.
- Produced Personas, Customer Journey Maps, and Empathy Maps.
- Created mockups and prototypes for usability testing and demos.
- Facilitated user-centered design sessions with stakeholders to understand customer pain points and define, ideate, and test new concepts and solutions.
- Created information architecture flows, wireframes, and other artifacts.
- Created prototypes Axure RP, InVision, and Adobe XD.
- Created interactive coded prototypes with Vue.js, React.js, and Bootstrap.

## UX Developer II (UX Designer + Full-Stack Developer)

Webhead Tech | San Antonio, TX | Mar 2015-Jan 2017 | Full-time

- I divided my time 50/50 between UX Design and Full-stack development.
- Connected applications developed to 3rd party APIs and built Admin Dashboards.
- Designed responsive, 508-compliant, and accessible websites.
- Custom WordPress Development - Programmed custom WordPress Themes and developed custom plugins and PHP web applications for WordPress.
- Designed & programmed multiple custom dashboards and websites with custom PHP, WordPress, and Joomla.
- Worked with the Communications Department on their Marketing campaigns using ZOHO Marketing Automation and other CRM systems.
- Met with clients, key stakeholders, and account managers regularly to discuss ongoing projects.

## Lead Web Designer & Developer / Marketo CRM Specialist

NewTek, Inc. | San Antonio, TX | Nov 2012-Mar 2015 | Full-time

- Divided time 50/50 between web design and full-stack development.
- Designed and developed custom support applications (PHP/MySQL) that allowed for fully automated Admin Dashboards and micro-sites.
- Created fully responsive micro-sites for two major product launches.
- Worked with Marketo CRM, and was awarded Marketo Certified Expert Certification
- Designed, programmed, executed, and analyzed marketing campaigns, landing pages, and custom forms in Marketo.
- Partnered with the Marketing Team to create and execute promotional campaigns for the company's products.
- Served as a hub between Marketing, IT, and Sales Teams to connect all three departments so that all could work together in an automated workflow to help the Sales Department get better information and customer tracking.

# Awards & Education ●

Gold ADDY Award Winner<sup>1</sup>

Salesforce Certified JavaScript Developer<sup>2</sup>

Lightning Web Components Specialist<sup>3</sup>

Adobe Marketo Certified Expert<sup>4</sup>

Digital Communications & Multi-media Design<sup>5</sup>

Web Accessibility Specialist (WCAG Certified)<sup>6</sup>

HubSpot Certified<sup>7</sup>

Drupal Association Individual Member<sup>8</sup>

# My Work ●

@ [edytajordan.com](mailto:edytajordan.com)

**Portfolio:** <https://www.edytajordan.com/portfolio>

**Resume:** <https://www.edytajordan.com/resume>

# Contact ●

## Edyta Jordan

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<sup>1</sup> @ ADDY - <https://www.edytajordan.com/insights/edyta-jordan-shines-addys-american-advertising-awards>

<sup>2</sup> @ Salesforce - <https://www.edytajordan.com/insights/edyta-jordan-awarded-salesforce-developer-certification>

<sup>3</sup> @ Trailblazer - <https://trailblazer.me/id/edytajordan>

<sup>4</sup> @ Marketo - <https://www.edytajordan.com/insights/edyta-jordan-awarded-marketo-certified-expert-certification>

<sup>5</sup> @ Haney Technical Center, FL, USA

<sup>6</sup> @ W3C WAI - <https://www.edytajordan.com/insights/edyta-jordan-now-certified-by-w3c-web-accessibility-initiative-wai>

<sup>7</sup> @ HubSpot - <https://www.edytajordan.com/insights/edyta-jordan-now-certified-by-hubspot>

<sup>8</sup> @ Drupal - <https://www.edytajordan.com/insights/unveiling-the-power-of-drupal>