

Ashley Jaynes

ashley.jaynes@mac.com · <https://linkedin.com/in/ashleyjaynes> · github.com/ajaynes

Summary

Senior Frontend Engineer with extensive experience building performant, production-grade web applications across agency, startup, and enterprise environments. Known for translating complex technical problems into elegant, maintainable solutions while leading and mentoring cross-functional engineering teams. Brings a designer's eye and an engineer's rigor to every project, with a strong record of delivering high-quality, well-tested code and communicating clearly across technical and non-technical stakeholders.

Professional Experience

Freelance Front End Developer | 2023 – Present

- Architected and built a full Next.js/TypeScript application integrated with a headless CMS and third-party booking platform
- Developed custom CMS components enabling non-technical clients to manage and style content independently using Tailwind CSS
- Implemented private, access-controlled pages with client-configurable styling
- Built custom contact form and email integration from scratch
- Handled full project lifecycle including discovery, estimation, client communication, and technical support.

Senior Front End Developer | Spacebox Inc. | 2025 – Present

- Led development of a full-scale ecommerce platform built on Next.js, TypeScript, Tailwind CSS, and BigCommerce Catalyst
- Developed a suite of custom CMS components enabling client-managed content across the storefront
- Built custom product pages featuring bespoke image gallery experiences
- Provided technical leadership including mentorship, code reviews, and direct client communication
- Established and enforced coding standards through linting configuration, pre-commit hooks, and manual code review.

Senior Technical Lead | Overdose Digital | 2024

- Led front-end development across enterprise-scale projects, mentoring a team of five developers through code reviews and technical guidance.
- Defined front-end architecture using React, Next.js, and TypeScript for a \$250K+ platform overhaul.
- Scoped and executed large-scale migrations from legacy codebases to modern JavaScript frameworks.
- Championed accessibility best practices and responsive design standards across all projects.

Senior Front End Developer | Americaneagle.com | March 2022 – July 2023

- Led end-to-end development of three full ecommerce store launches from discovery through deployment
- Created detailed discovery documents and development plans for implementation by junior developers and self
- Conducted estimates, set milestones and timelines, and collaborated with project managers on task distribution
- Served as primary client-facing technical contact across multiple projects
- Mentored and led junior developers through code reviews and hands-on guidance.

Senior Front End Developer | Overdose Digital | August 2019 – March 2022

- Developed and launched multiple ecommerce and web projects for boutique agency clients with an emphasis on client-manageable content and long-term maintainability
- Worked closely with clients to understand operational needs and deliver solutions they could own and maintain independently post-launch
- Mentored junior developers and contributed to code quality through regular code reviews.

Senior Web Developer & UX Specialist | Dauntless Inc. | September 2016 – August 2019

- Served as sole designer and frontend lead on a custom B2B/B2C ecommerce platform for the highly regulated industry, built from the ground up due to restrictions on standard payment and commerce providers
- Conducted UX research, created user journeys for multiple customer types, and designed all layouts, screens, and visual themes
- Led frontend team in building customer-facing storefronts and operator dashboards
- Collaborated with backend and database engineers to integrate existing state compliance software into the platform
- Acted as primary stakeholder contact across a small cross-functional team, owning design, frontend development, QA, and testing.

Core Skills

Languages & Frameworks: JavaScript (ES6+), TypeScript, React, Next.js, Node.js

State Management: Redux, Zustand, React Context, React Query

Styling & UI: CSS3, Sass, Tailwind CSS, Styled Components, Responsive & Accessible Design

Tooling & Build: Webpack, Vite, Git, REST & GraphQL APIs, CI/CD pipelines, Vercel, Husky, ESLint, Prettier

CMS & Platforms: Contentful, Makeshift, WordPress, Headless CMS, Shopify, BigCommerce

Practices: Performance optimization, component-driven development, WCAG accessibility, code review, SSR/Next.js

Testing: Cypress, React Testing Library, Jest

Education & Certifications

B.S. in Digital Media & Design – Arkansas State University

Shopify Development Fundamentals – Shopify Partners (2024–2026)

Shopify Solution Planning Fundamentals – Shopify Partners (2024–2026)