JEFFREY BARRETT

Senior Software Engineer

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A seasoned software engineering leader with a passion for UX and an obsession for delivering solutions on time. An established full-stack developer with 20 years of professional experience. A motivating leader with a proven track record of championing new ideas, taking calculated risks, and going to battle with and for a team. An accomplished business owner with a sales and marketing background. A strategic collaborator who aligns technical initiatives with business objectives to maximize impact.

CORE COMPETENCIES

Frontend Development	React, TypeScript, Vue.js, Angular, HTML5, CSS3, JavaScript (ES6+)
Backend & API Integration	Node.js, PHP, Laravel, Express.js, REST, GraphQL, SQL, NoSQL, MongoDB, PostgreSQL, MySQL
UI & Design Systems	Material UI, Tailwind CSS, Chakra, styled-components, Emotion, Atomic Design
Testing & Quality	Test-Driven Development (Jest, Testing Library, Cypress, Playwright), Linting & Static Analysis, Integration Testing, Coverage Metrics, SonarQube
Observability & Monitoring	Splunk, Datadog, Sentry, Grafana
Infrastructure & Deployment	Docker, Kubernetes, AWS, Azure, CI/CD pipelines
Leadership & Collaboration	Leadership Development, Scrum, Agile, Requirements Gathering, Stakeholder Communication

PROFESSIONAL EXPERIENCE

Senior Software Engineer / Architect - *Samsung Electronics America* | Mountain View, CA | Nov 2021 – Mar 2025
• Architected and implemented enterprise-scale React and TypeScript platforms using monorepo and micro-frontend patterns, consolidating 10 consumer SPAs to cut code duplication by 30% and accelerate release cycles for Samsung Ads • Co-authored a Material UI-based component library to enforce consistent UX and reduce prototyping time by 40% • Engineered the company's first streaming SDK for one-line partner integration; delivered an alpha with Hulu and paved the way for Netflix and additional partners • Led migration to a unified feature-flag infrastructure, accelerating deployment cadence from weekly to daily • Standardized TDD practices and CI/CD pipelines, boosting test coverage above 80% and speeding deployments • Earned 2nd place in a company-wide hackathon • Mentored 10+ engineers and overhauled the interview process to build a high-velocity front-end team

Staff Applications Developer - *Holiday Inn Club Vacations* | Orlando, FL | Aug 2015 – Nov 2021
• Spearheaded creation of the company's first digital sales platform, reducing contract signing cycles from hours to minutes and accelerating deal closures • Led the modernization of the company's reservation platform with React and .NET, achieving a 30% reduction in system downtime and a 25% increase in guest satisfaction • Developed front-end engineering standards — including coding guidelines, a shared component library, and CI/CD pipelines across three business units — reducing developer ramp-up time by 50% • Integrated Salesforce APIs to automate service workflows, improving request throughput by 25% and eliminating manual processes • Directed recruitment, interviewing, and onboarding, establishing a high-performing, cross-functional delivery organization

Co-Founder, Chief Technology Officer - *DIVUPS* | Orlando, FL | Jan 2010 – Present
• Founded and scaled a software agency specializing in marketing websites, e-commerce solutions, and custom web apps • Managed a $300,000 annual engineering budget, allocating resources for a 15-member development team (10 developers, 5 designers), tooling, operational costs, and vendor partnerships • Achieved $1M+ in revenue within three years with a 47% profit margin without external funding • Oversaw 100+ successful client projects spanning startups, nonprofits, agencies, and enterprise corporations • Delivered CRM and engagement solutions for clients including Mountain Dew and Ralph Lauren through direct and white-label partnerships

Technical Director - *Vantage PR* | Orlando, FL | Feb 2008 – Aug 2011
• Delivered the firm's first native iOS product • Led technical initiatives across client platforms • Supported RFPs, marketing strategies, and in-person sales pitches • Established reusable web tooling and templates

Interactive Director - *G&G Advertising/Renderings.com* | Orlando, FL | Jun 2005 – Feb 2008
• Promoted from unpaid intern to Interactive Director in three years • Led 20+ designers and developers to launch 150+ real-estate marketing websites • Served as technical lead on Fortune 5 pitches (e.g., Citi Group), securing multimillion-dollar contracts

EDUCATION & CERTIFICATIONS

Florida State University - Tallahassee, FL • Bachelor of Science in Information Technology Minor in Digital Media, 2005

AWS Certified Solutions Architect (Associate, 2023), Google Analytics Individual Qualification (2022), Professional Scrum Developer – Scrum.org (2019), Salesforce Certified Platform App Builder (2017), Sitecore Certified Professional Developer (2015)