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EXPERIENCE

Lead Developer --- Prep Network SEPTEMBER 2018 - PRESENT

Prep Network is a high school focused sports media, event and recruiting company. We have over three thousand writer nationwide covering 6 different sports with the mission of giving exposure to high school athletes. We also host hundreds of events each year all over the country which allow players to be seen by recruiters. The third pillar of the company is RecruitMe which is LinkedIn for high school athlete.

1. Overview

During the past three years while I've been at Prep Network, I have led a complete migration of the original Wordpress based environment to a much more robust ReactJS and Laravel architecture. Initially, there were versions of RecruitMe, Events and content all pieced together using various Wordpress plugins. Since then, we have moved each off into their own applications primarily built using Laravel.

2. RecruitMe <https://recruitme.prephoops.com>

My pitch for RecruitMe is its LinkedIn meets Match.com for high school athletes. Prep Network's entire mission is to give exposure to D2/D3 level athletes so they can get noticed by college coaches to hopefully get scholarships. This is a tool to help with that goal. Players can sign up, create a profile and will be listed in a player search tool that is used by coaches to find players that meet a certain criteria. There is also a college search tool for players to search for schools that are realistic based on their academic and athletic stats. We also offer a tool called The Playbook, which is the education portion of RecruitMe that walks players and parents through the recruiting process in order to give them the knowledge and knowhow best approach the recruiting process and giving them the best chance of getting recruited. This application has a ReactJS front-end, Laravel API as a backend.

3. Prep Network Hub

The Hub is an internal admin application that allows Prep Network employees to manages all aspects of the business as well as our thousands of writers to manage their content, compensation and various tools to make sure they all write using the same standards. On the writer's side, the system automatically calculates compensation based on the several different factors and offers an online onboarding curriculum to ensure they understand how to write content properly.

On the employee side, there are datasets for articles count per state, articles count per author, subscription per state, permission management, event management and various other datasets for all aspects of the company. When I first started at Prep Network, they were using Google Sheets. I have moved everything off of Sheets into this application.

4. Events Application

The events application is where we manage the event sales, event venues, event resourcing and marketing. Integrated into several third party APIs, we are able to create event registration pages, manage upsells, collect payment via Stripe, offer hotel discounts to attendees and everything else that is involved in hosting hundreds of events nationwide. Aside from the management application, I also built a check-in app using React Native that allows us to collect payment on-site at events for spectators and late sign ups as well as check in pre-registrants via QR code.

Director of Technology --- DoTopia AUGUST 2016 - SEPTEMBER 2018

DoTopia is a charitable giving platform that allows companies to leverage the power of giving to engage employees, foster customer loyalty and support corporate values. DoTopia expands giving from a transactional event into an engaging activity that results in more people, giving more. When I first joined DoTopia, the system was 100% ASP.NET, entirely siloed for a single client and not responsive. There was no SEO and the UX was extremely difficult to navigate. I have since rebuilt the entire system from starting from a full redesign all the way to architecting the server.

1. Design/UX

Step one was to audit the entire site, find out what in terms of design and UX worked, what was confusing and what needed an entire overhaul. Aside from a few image assets, it all had to be rebuilt from scratch. With my background in UX, this made for a fun project. I am a big fan of sites like MailChimp where the UX is pleasurable and the copy is fun and witty. That was my goal. Given the idea of DoTopia (giving to charities), I felt like the site's aesthetic and attitude should be lighthearted and fun.

2. Frontend

After the UX audit, I started rebuilding the site from scratch while still keeping the backend functionality. I had to strategize the process as the current site was wrapped inside ASP.NET application which does not allow for easy integrations with a JS framework like Angular. Step one was to build the new frontend in AngularJS within the ASP.NET application while using the existing ASP.NET variables and functionality. I planned on using a templated architecture that would allow for dynamic versions of the site to be easily branded to future clients via settings saved in the database and a wildcard subdomain.

3. Backend

Step three was to rebuild the backend on a Laravel based API so that the application could scale easily while we acquired more clients and while third parties integrated into our system. When we were originally on the ASP.NET framework, there were many inefficiencies and overly architected aspects of the system that made it difficult to run an API system off of. My knowledge of Laravel made the project of completely rebuilding the backend fun. Using a token based bearer authentication, I built the backend of the DoTopia site on a Laravel based API while not interrupting the existing functionality or data. Aside from growing the functionality into what it is today, I also am proud to say that we have been tested by two large banks (clients of ours) for penetration tests and have passed with flying colors.

4. Admin

Prior to me joining DoTopia, there was no non-technical way to access the data, for DoTopia employees or clients. Given DoTopia is a financial service that handles fiscal transactions and user data, we needed to know who was donating, how much was left in clients' budgets, where funds are being directed to, and all sorts of other information we need to manage within the system. Today, not only we can manage a plethora of information within our admin, the clients and charities can access donor info, invoices, user info, manage volunteering, fundraising events, and more.

5. Third Party API

DoTopia offers an API that allows clients to access all of the core functionality of DoTopia by using our REST API built on Laravel. Using Bearer Authentication, we supply clients with functionality to handle donations, charity fundraising and volunteering events, and custom landing pages for each of the aforementioned functionality.

Software Engineer --- Hungry MARCH 2015 - AUGUST 2016

Hungry is a SoHo based creative agency. We specialize in building web applications that serve as internal tools, startup ideas, and marketing tools for large brands. We specialize in using AngularJS for all frontend work, Laravel for backend, Nginx for the server, and occasionally Node for unique API situations and workflow needs.

1. TwoTrees NY

TwoTrees New York is Brooklyn's largest residential development companies. They work with world renowned architects to build some of the nicest and cutting edge buildings. If a building is above 8 stories in Brooklyn, they most likely own it.

- On this project, I was the lead developer. My roles was building the frontend, API, and admin panel. The backend is all Laravel with the frontend being Angular.

Technologies: HTML5, LESS, Angular, Laravel
URL: <http://www.twotreesny.com>

2. Sephora Events Site

This site was mainly Angularjs with integration to the Eventbrite API. The purpose of this site was to give an elite level of Sephora customer access to a special event hosted at Sephora stores.

- Once again, I was the lead developer. This site saw 800K hits in the first day. As a result, I needed to build it so that it could handle that traffic. Aside from giving the server 10GB of RAM, I setup the api calls on a cron to be caches using Redis on a Node server. From there, whenever a user did the appropriate steps to call data, it would be coming from the cached data and not directly from the Eventbrite API.

Technologies: HTML5, LESS, Angular, NodeJS, Redis
URL: <http://www.sephoraevents.com>

3. 300 Ashland Site

This is a stand alone site for a TwoTrees property. This is a fairly simple looking marketing site; It is pulling in data from the Nestio API and also creates "Potential Clients" via the contact form.

- On this project, I chose to try out the ReactJS Framework. I always try to learn new things when the client does not have specific requirements.

Technologies: HTML5, SASS, ReactJS, NodeJS
URL: <http://www.300ashland.com>

Front End Developer --- Night Owl Interactive JUNE 2013 – MARCH 2015

Night Owl Interactive is an interactive agency that specializes in building PHP web apps. We work primarily with startups. Often times when non-technical co-founders have an idea for an online business, we will build it for them.

1. Truelearn

A marketing site for a medical school test study web app

- With a some custom PHP and a lot of thought for the architecture, I was able to build this so that the client was able to edit a few fields on the admin panel and the edits would be seen globally as well as product specific. Overall this was a fun site to build and it came out very nicely.

Technologies: HTML5, Sass, jQuery, PHP, Pjax, Wordpress, Highcharts,
URL: <http://truelearn.com>

2. Listen

A marketing site for the launch of the Listen ringback tone mobile app

- I was the sole developer on this project. They wanted an attractive 'cutting edge' site and that is what we delivered. Currently, the Lite version of the site is live, but I am in the midst of finishing the full version, which contains an API fed music gallery in which the users can sample the songs available in the app as well as several other features that make the site much more robust and functional for the masses.

3. Rising Tide Financial Internal Tool

A non-profit platform aiming to connect investors with local businesses in the Tri-state area

- Similar to how Angel List connects investors and startups, Rising Tide is looking to do the same thing, but with small businesses in select communities. I am in charge of the UX (wireframes), prototyping, and entire frontend development of the app. I will also share responsibility in implementing the CakePHP backend.

Technologies: Axure, HTML5, Sass, jQuery, CakePHP, Pjax

4. Swell Bottle

An ecommerce company that sells high quality "For Good" water bottles

- I was the lead developer on this project. The client came to us with a very simple site that saw very little traffic. After we built the site, it was featured on Oprah and in several press articles.

Tech: HTML5, Sass, jQuery, Wordpress, PHP, Twitter/Facebook/Instagram/Zendesk APIs
URL: <http://www.swellbottle.com/>

User Experience Architect/Front End Developer --- POKE New York AUGUST 2010 – JUNE 2013

POKE New York (aka MAKEABLE NYC) is a digital innovation agency with offices in both London and New York. If it's connected to the Internet, we can create it, design it, build it, and market it.

1. Weather Channel Mobile Application

An entire redo of the main Weather Channel Mobile Application

- I was in charge of the UX and prototyping the app, which we then presented to Apple with the intent of becoming the new native iOS weather application.

Technologies: Axure, KendoUI, Sass, jQuery
 URL: <http://www.weather.com/apps/iphone>

2. Penguin Publishing Website

A complete revamp of the Penguin.com site

- Transformed a messy website built on an ancient CMS into an innovative website that housed all of the content in an easy to navigate, yet creative formatted website.
- Thorough wireframes built completely in Axure with working prototype.

Technologies: Axure
 URL: <http://www.penguin.com/>

3. American Express Personalized Benefits

Innovative platform where card members can customize their benefits in a playful and beneficial way

- Sifted a pile of random thoughts into a single solid idea that was presentable to the client
- Created user journey throughout all possible and relevant entry, reentry, and exit points
- Designed wireframes for both desktop and mobile experiences along with cross platform experiences

Technologies: Axure, Photoshop, HTML5, CSS3, jQuery

6. A system that gave visitors the opportunity to share their experience at the Museum

- Created the online experience for the system where visitors could claim their cards on both desktop and mobile.
- Observed and researched users at the museum as they interacted with the card submission part of the system to ensure everything was smoothly run and efficiency was high.

Technologies: Axure, HTML5, CSS3, jQuery, PHP
 URL: <http://www.moma.org/iwent>

SIDE PROJECTS

I use side projects as playgrounds to learn new code and experiment with ideas I am unable to execute on client work.

1. Garage Guides

This is a personal project I started in 2016 and have had to put on the back burner for a little. I recently purchased a car I plan on restoring and finding DIYs to complete a particular task exist, but the structure of the DIYs online today are terrible and the images rarely work as the forums do not properly save them. So I created this.

- This is built on Laravel API, Laravel Admin and Angular frontend.
- This is not 100% complete, but the application side of things is close to finished.

Technologies: HTML5, Sass, Angular, Laravel, Canvas
 URL: <http://www.garageguides.com>

EDUCATION

University of Saint Thomas, St. Paul, Minnesota BA MARKETING AND ENTREPRENEURSHIP - 2010