

JOHN HULL

Minneapolis, MN • (612) 819-0106 • john.o.hull@gmail.com • [Linkedin.com/in/johnohull](https://www.linkedin.com/in/johnohull) • jeanhules.com

SENIOR FULL STACK DEVELOPER

Insightful and user-centric professional with 13+ years of experience in driving software development cycles with expertise in architecting databases, engineering web applications, and fostering client engagement.

Adept at building multifaceted complex, yet intuitive products for global and domestic companies across diverse industries. Proficient in optimizing complex systems, automating processes, collaborating with stakeholders, and leading cross-functional teams to meet user expectations and deliver successful products. Instrumental in utilizing modern technologies such as React, Laravel, and Node.js to deliver impactful, scalable solutions, such as financial software, recruitment/event management platforms, a charity portal, and more.

- ✓ Cultivated global accessibility and engagement by engineering and integrating website templates catering to Apple customers across 110 countries, which led to 30+ successful site launches.
- ✓ Backed strategic decision-making by developing an internal application, that aggregated social media metrics by providing intelligible graphs, tables, and statistical widgets for improved insights into campaign performance.
- ✓ Automated tracking and logging of copy and content changes made by 120 team members by developing an application utilized in the QA process of Apple websites.
- ✓ Launched RecruitMe, a platform akin to LinkedIn for high school athletes, built with ReactJS (Frontend) and Laravel (Backend) to facilitate athlete profiles, video uploads, stat tracking for coach-player matchmaking, and recruitment.
- ✓ Developed tools to track and manage the precise allocation and accounting of \$5M+ donations across multiple campaigns for 100K+ donors, down to the cent.

AREAS OF EXCELLENCE

Full-Stack Web Development • Technical Project Management • Code Quality Improvement • Mobile App Integration
Shopify Custom Store Creation • Training & Mentorship • UX Feedback & Bug Resolution • Social Media Metrics Integration
Staff Leadership & Supervision • Diagnosing & Troubleshooting • Responsive Web Development

TECHNICAL SKILLS

ReactJS • Laravel (PHP) • Node.js • React Native • NextJS • MySQL • GIT • AWS • Firebase • Contentful
WordPress • Shopify • HTML • CSS • SASS • LESS • Wireframing • Figma • Photoshop • Sketch • Angular (Version 1)
Slack Integration • MongoDB • Web Scraping (Puppeteer) • GraphQL • RESTful APIs

PROFESSIONAL EXPERIENCE

Rosewood Creative, Los Angeles, CA

2022 – Present

Senior Full Stack Developer

Worked closely with Apple's developer team to build, test, and improve an internal tool, that assisted in the creation of internal and external facing websites using a drag-and-drop interface similar to Squarespace. Engage stakeholders to collect project requirements while crafting and integrating projects into Apple website platform functionality.

- Streamlined client access and monitoring of platform metrics by devising a bespoke analytics tool, using React and Node.js, that facilitated daily data ingestion from multiple social media platforms into MongoDB.
- Enabled backend data manipulation and empowered administrators in creating custom dashboards for enhanced client insights and engagement.
- Helped productize an internal tool for Apple by structuring an extensive library of customizable building blocks, that allowed personalized branding and rapid deployment within hours for various service lines.
- Developed a QA application and implemented it in the Apple website platform to check for copy and content issues, that ensured accuracy across 120 localized sites.
- Built and integrated an auto-localization tool used on Apple websites.

Prep Network, Minneapolis, MN

2018 – 2022

Senior Full Stack Developer

Developed and implemented an internal system to manage subscription data, payroll, writer education, and revenue historicals and projections. Utilized a React Native app for on-site attendee check-ins and game tracking by integrating a POS mobile app for on-the-spot registrations and payments. Headed a team of five developers to drive end-to-end development, sprints, and code reviews while mentoring junior members in the creation of numerous custom applications from scratch.

- Elevated recruitment prospects for high school athletes by creating a specialized social media platform within a portfolio of proprietary products.
- Developed a ground-up event platform encompassing a POS mobile app built in React Native, an admin web interface through React and Laravel, to manage attendees, sales, & marketing and deploy customizable event-specific landing pages.
- Automated the tracking and calculations of 2K+ writers' articles, metrics, and compensation structures to support accurate end-of-month payroll, check distribution, and ACH payments through integration with accounting software.
- Integrated Stripe for tiered payments and developed a robust scraping tool for predictive analysis of player positions and team availability using college data.
- Designed event management software for handling 100+ events annually, each hosting 1K+ attendees.
- Advanced attendee assignment, team allocation, venue coordination, and event sign-ups, purchases, and roster generation.

Dotopia, Minneapolis, MN

2016 – 2018

Full Stack Developer

Established a charity portal that enabled visibility into funding sources, donation tracking, event creation, expenditure monitoring, and operational enhancement for charities.

- Revamped a charitable giving platform from a limited C# application to a scalable and user-friendly system using AngularJS and Laravel, that encouraged multiple users to interact, select charities, and complete donation processes.
- Automated charitable fund distributions through API integration to verify charity information, facilitate check distributions, and execute marketing material inclusion within disbursements.

Hungry Inc, New York, NY

2015 – 2016

Full Stack Developer

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- Led full-stack development of custom websites by leveraging Angular, Laravel and various APIs.
 - Managed client interactions while driving project discovery, ideation, and execution to surpass user expectations in website delivery.

Night Owl Interactive, New York, NY

2013 – 2015

PHP Web App Developer

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- Oversaw the development cycles for web applications in CakePHP while engaging with clients to gather requirements for client-centric solutions.
 - Coordinated with designers to architect MySQL databases and execute front-back-end development, which resulted in successful project delivery.

Poke New York, New York, NY

2010 – 2013

User Experience & Frontend Developer

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- Crafted and communicated innovative, out-of-the-box ideas to clients by developing wireframes, prototypes, and persuasive presentations at a creative agency.
 - Transitioned from initial wireframing responsibilities to hands-on development of front-end websites for clientele.

EDUCATION

Marketing & Entrepreneurship | University of St Thomas, St. Paul, Minnesota | 2010