



Colin Bayer / Front End Engineer

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Results-driven and strategic front-end technologist with 19 years of marketing & web development experience. Proven ability to manage timelines, deliverables, build relationships with technical and non-technical stakeholders and colleagues. Meticulous problem solver with a depth of knowledge of web technology.

Amp Agency / Sr. Director of Technology

Remote (Portland, OR) / Sep 2020 – Present

- Delivers day-to-day work on Front-End components and code to spec in NextJS, React, React Native, HTML, CSS, WordPress, Sitecore
- Architecture of Front End theme and design systems, data modelling
- Performed code reviews of peer code
- Close collaboration with product owners, UX / UI Designers and Clients to bring designs to fruition
- Oversees growth of team from two to ten+ Front-End Developers, navigating both integration with outside teams
- through M&A and new hires
- Technical Lead on projects, from conception / discovery through to delivery
- Manages staffing requests and allocations, project estimates, project timelines
- Leads stand ups, sprint planning, retrospectives, ticket / task grooming and burning down technical debt

SmallTalk / Manager, Director of Front-End Engineering

Remote (Portland, OR) / April 2017 – Dec 2020

SmallTalk acquired by Amp in 2020

- Front-end manager for blossoming agency based in the Bay Area with remote workers.
- Lead a team of two front-end developers on Sitecore and Wordpress platform websites.
- Worked closely with both partner agencies and clients to scope new needs, develop and maintain sites, and training.
- Close integration with back-end and systems engineering team to help streamline processes on all projects.
- Establishes front-end approach, standards and protocol for the company.
- Clients include Driscoll's, Universal Orlando, Suzuki, Fujitsu, Second Measure, ZenDrive, SAFEbuilt

Epsilon / Lead Front-End Web Developer

San Francisco, CA – Remote / January 2013 – April 2017

- Lead front-end developer for American Express B2B websites for 2 years.
- Lead teams of front- and back-end developers on projects in an agile scrum environment.
- Facilitated and documented standards on Github developer flow and deployment workflow.
- Contributed to front-end resource toolkit by developing plugins, code snippets, and writing department standards and documentation.
- Wrote detailed documentation and lead trainings on how to use CMS for both marketing employees at American Express and off-shore content-entry & development teams.
- Performed and wrote ADA audits on existing sites to bring them up to level II compliance.



- Helped establish department standards for front-end builds and templating using Gulp Web App to be handed off to back-end teams.
- Worked on front-end projects for Unilever, American Express, Chevron, NY Life, YouTube, FedEx, and others.

gyro / Senior Web Developer

San Francisco, CA / April 2012 - January 2013

- Lead developer on all web projects for the agency's SF office, including:
- Advertising and campaign work for Ryder, VMWare, Quantum, Savvis, and Varian based on Zend PHP Framework
- Consulting and directing both information architecture and wireframing of web projects
- Contributed to creative pitches by generating campaign ideas and mocking up and prototyping spec work
- Maintenance of campaign sites

88 Brand Partners / Senior Web Developer

Chicago, IL / February 2010 - March 2012

- Built and maintained PHP/MySQL and WordPress-based sites
- Configured Apache web servers on both UNIX and Mac OSX boxes
- Built email blast / invite management tool for a private event in PHP/MYSQL
- Created web-based FTP file server for client use.
- Built custom-made CMS for a client's internal asset site.
- Handled most digital aspects of advertising (web development, maintenance, banner ad development) for Discover Card, NorthShore University HealthSystem, First Internet Bank, and others.
- Served as an overall digital resource for the agency

Visible / Web Developer

Chicago, IL / March 2009 - February 2010

Lisa P. Maxwell / Web Developer

Chicago, IL / March 2009 - February 2010

Infomercial.tv / Web Developer & Designer

Venice, CA / May 2006 - March 2008

Big Fish Communications / Web Developer & Designer



Brookline, MA / April 2004 - April 2006

Technical Skills

Full list of skills available at <https://www.colinbayer.com/about/skills/>

JavaScript

- Vanilla / ES6; jQuery; React; React Native; NextJS; AlpineJS; Gulp / Grunt / Webpack; TypeScript; Cypress

HTML

- Accessibility; SEO / Microformats; Valid HTML5 Markup

CSS

- SCSS / SASS; Tailwind CSS

CMS Platforms & Frameworks

- WordPress - custom theme, plugin, widget development, Block and ACF-based themes; Sitecore 6-9; Jekyll; Astro; Shopify; Optimizely; Contentful

Processes & Methodology

- Scrum; Technical Requirement writing; Client Documentation; Git Flow; Release management; Ticket Grooming; Sprint Planning

Design Tools

- Figma; Sketch; Zeplin; Adobe Photoshop; Adobe Illustrator

Education & Certifications

Sitecore / Certificate: Sitecore 8.2 Professional Developer

Portland, OR / July 2018

Sitecore / Certificate: Sitecore Developer Foundations 6.5

Mill Valley, CA / June 2013



DePaul University / Certificate: Ruby on Rails

Chicago, IL / December 2011

New England Institute of Art / BS: Multimedia & Web Design

Brookline, MA / Winter 2002 - Winter 2005

3.8 Cumulative G.P.A. Recipient of Highest Honors award for graduating class.