

# John B. Roth

[JBRoth.com](#)  
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## OBJECTIVE

Front End Engineer, Web Developer, Shopify Developer, Graphic Designer

## PROFESSIONAL SUMMARY

- HTML, CSS, Liquid, JavaScript, jQuery, C#, Transact SQL, XML, Wordpress
- Creative Cloud (Photoshop 2024)
- Microsoft Visual Studio 2022, Visual Studio Code, MySQL
- Recharge Subscriptions, Bold Subscriptions, Matrixify Bundles application
- Klaviyo, Privy, Digioh
- Google Analytics, Bing Analytics

## WORK EXPERIENCE

**January 2014 – August 2024**

**World Pantry, Inc.**

**San Francisco, CA**

### Senior Engineer

Senior Web Development Engineer for World Pantry Operations. Responsible for updates/enhancements/maintenance of all brand name Shopify and C# ecommerce websites, including timed deployments and immediate response times for critical issues. Responsible for front-end development, Liquid/theme coding, app implementation and execution, and subscription programs. Worked on advertising campaigns for the Marketing Department.

#### *Shopify Developer*

- Created, maintained and developed Shopify sites utilizing the Liquid programming language, JavaScript, css and html.
- Created, maintained and developed Policy and Legal pages for brand name sites, working with the Legal team.
- Created, maintained and developed Collections and products, using Recharge Subscriptions, Bold Subscriptions, Matrixify, and the Bundles application.
- Maintained and supported marketing and email campaigns using Klaviyo, Privy and Digioh, including creating newsletter signup forms and emails.
- Maintained and supported Analytics programs such as Google Analytics and Bing Analytics.

#### *C# Front End Developer*

- Created, maintained and developed C# sites utilizing the C# programming language, JavaScript, css and html.
- Created, maintained and developed Policy and Legal pages for brand name sites, working with the Legal team.
- Created, maintained and developed Products and Product Categories, using C# and SQL.
- Maintained and supported marketing and email campaigns using Klaviyo, Privy and Digioh, including creating newsletter signup forms and emails.
- Maintained and supported Analytics programs such as Google Analytics and Bing Analytics.

December 2012 – January 2014

Moboom

San Francisco, CA

### **Senior Client Integration Engineer**

As a member of the Client Enablement Team, worked with clients to ensure that they were successfully using the Moboom Platform, which is based on the Twitter Bootstrap framework. Made sure that the product quality of the platform was preserved. Built and maintained client websites and created new widgets using HTML5, CSS3 and JavaScript/jQuery. Trained new clients on the use of the Moboom platform in a variety of ways and methods, including demonstrations, forums and blogs. Made sure that client issues were resolved, tracked open issues and followed up on their resolutions. Supported and helped implement new client launches through training sessions and forum management.

- Built Themes and widgets using HTML5, CSS3 and JavaScript/jQuery.
- Worked with Moboom Engineering to debug, define and troubleshoot the system.
- Implemented changes to existing client's sites and integrations.
- Lead Online and On-Site training sessions.
- Created and updated Moboom platform documentation.
- Provided technical support and know-how by responding to forum issues.
- Did code reviews of all widgets submitted to the Moboom Marketplace.
- Mentored Junior Level Client Integration Engineers.

May 2009 – October 2012

Aperian Global

San Francisco, CA

### **Web Designer/Front-End Developer**

Web designer and front-end developer for the Aperian Global suite of web tools, including Globesmart 5.0, the Globesmart Assessment Profile, eLearning (Learning Paths), and the Globesmart Company Portal. Primary liaison with outside graphic artist, implementing artist's designs into the application code framework, utilizing JavaScript, jQuery and CFC calls. Responsible for the look and feel of all web tools, specifically pixel perfect recreation of designer's concepts using Adobe Photoshop, Image Ready and Homesite+. Worked independently and collaboratively in a team environment, followed functional specifications and responded responsibly to deadlines.

- Worked on the design, development and deployment of web tools.
- Maintained ColdFusion applications and developed new tools and functionality.
- Assisted with prioritization and scheduling of maintenance and new project timelines.

January 2008 – January 2009

Kaiser Permanente

San Francisco, CA

### **Web Developer (Contractor)**

Primary Internet Developer for the Kaiser Permanente San Francisco Medical Center's websites, both Intranet and Public sites. Responsible for the creation and support of all website code utilizing the TeamSite Content Management System. Senior coordinator and liaison for the delivery of all internal/external department requirements. Furnished task identification, work effort estimates and production schedules for new development and on-going maintenance routines. Evaluated website code and content to ensure overall quality and accuracy. Ensured that website designs attracted attention, held audience interest, communicated effectively and presented a professional, quality image of Kaiser Permanente implementing corporate identity standards. Acted as liaison to the Information Technology department, outside vendors, ISPs and professional consultants. Developed Flash slideshows for multimedia use.

- Developed, implemented and maintained both Public and Intranet web sites and web applications for Kaiser Permanente business users, utilizing Dreamweaver CS 3, Photoshop CS3, and TeamSite.
- Responsible for the information architecture, usability analysis, interface design, content management and development of graphical elements for both web sites.
- Tested and debugged both web sites, following QA procedures and best practices.