

# Jess Rezac Software Engineer

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Full-stack web developer with experience in Ruby and Javascript and a background in digital communication strategy and technology solutions for museums and schools. Possesses strong skills in systems thinking and project management to move teams forward efficiently. Loves to inspire learning and engagement.

## Skills



## Projects

### Bout Manager

A React application with a Rails API for managing slam poetry bouts designed for LTAB

- Utilized Doorkeeper and Devise in Rails to issue JSON Web Tokens, using localStorage to store encrypted user information client-side
- Shaped Redux store that receives and normalizes data in JSON API syntax
- Used Redux middleware including Thunk to manage async state changes

### Card Trick

A flashcard app built in Ruby on Rails that turns Google Docs into flashcards, automatically

- Authenticated users with encrypted passwords using bcrypt and OAuth
- Integrated with Google Drive API and Google File Picker API
- Used CSS to create animated effect when user flips flash cards

### Daily Practice

A private journal application built in Sinatra for keeping a daily mindful journaling practice

- Built an MVC application using ActiveRecord with Sinatra
- Used bcrypt to create encrypted user authentication
- Created UI using Bootstrap CSS framework

## Professional Experience

### Website/Digital Marketing Specialist

10/2017 – present | Kansas City, MO

[Pembroke Hill School](#)

- Designs and implements COVID-19 communication plan, launching 10 new website landing pages to meet remote school needs and maintaining community by reimagining spring traditions as video-rich microsites
- Develops microsite to propel fundraising success for \$52M Building Together capital campaign, incorporating JavaScript for interactive charts and animation to increase user engagement and enhance aesthetic of site
- Manages school website, using CSS, Javascript, HTML, and CMS platform. Updates website to ensure best practices use of new products; Audits and improves website accessibility consulting WCAG 2.1; Integrates Google Analytics and Google Tag Manager to make data-driven decisions
- Maintains five school community web portals that serve 7,000 constituents. Performs heuristic analysis and conducts UX research to redesign information architecture to meet user needs and streamline sitemap. Collaborates with IT and tech coaches to integrate other software making portals a central hub for users.

## American Jazz Museum [↗](#)

### Director of Digital Engagement

05/2016 – 10/2017 | Kansas City

- Served as internal project manager working with contracted developer team for redesign of museum website in Drupal, achieving 72% increase monthly user sessions and 12% increase in on-site customer retention
- Developed kcjazzfest.com in Wordpress, integrating the site with Eventbrite and the museum's CRM to provide smooth customer workflow and create infrastructure for future festivals

### Development Manager

09/2012 – 05/2016 | Kansas City, MO

- Grew contributed revenue to 35% of \$2M annual budget through donor-focused solicitation of major gifts, grants, corporate sponsorships, annual luncheon, and individual donors
- Selected to serve as sole staff liaison to Board of Directors' Strategic Planning Committee to objectively represent diverse staff opinions so the Board could make well-informed policy decisions

## Education

### Certificate, Software Engineering online program

05/2019 – 08/2020

Flatiron School [↗](#)

### Master of Arts (M.A.), Museum Science

08/2008 – 08/2010 | Lubbock, TX

Texas Tech University [↗](#)

### Bachelor of Arts (B.A.), History

08/2004 – 05/2008 | Topeka, KS

Washburn University [↗](#)