JAY WINEBRENNER

PORTLAND | OREGON | U.S.A.

Full stack NextJs / WordPress & HubSpot Custom Theme developer with a passion for code, problem solving and creative collaboration with an award winning background in filmmaking and advertising production.

LinkedIn
https://www.linkedin.com/in/jaywinebrenner/

Freelance Web Design Business:
https://www.cumuluswebdesign.net

Portfolio Website:
https://www.jaywinebrenner.com/

GitHub:
https://github.com/jaywinebrenner

EXPERIENCE

Developer

2024- Current at **Pompa Program**

https://pompaprogram.com

- Designing, developing, and maintaining responsive web applications, enhancing user experiences while aligning with program goals.
- WordPress custom theme development in addition to leveraging tools like Elementor, Full Site Editing (FSE), and Divi to create dynamic, optimized, and user-friendly websites and applications.
- Leveraged AI tools (e.g., GitHub Copilot, ChatGPT, Hugging Face) to accelerate development, debug code, and streamline content generation.
- Integrating and developing within platforms like WP Engine, Simplero, and Shopify to optimize digital workflows and system interconnectivity.
- Collaborating with cross-functional teams using tools like Slack, Jira, and HubSpot for streamlined communication and project management.
- Leveraging AWS, WP Engine, Cloudflare for reliable hosting and performance optimization while ensuring scalability and security.
- Debugging, testing, and deploying features to ensure seamless integration with third-party technologies like HubSpot, HandL UTM Grabber and Google Analytics.

2021- February 2024 at **Hello Cheshire** (Recently rebranded as DGSF): https://dgsf.co/

- Hello Cheshire is a full service marketing agency specializing in cutting edge modern website design.
- Built many web applications using NextJs headlessly as a front end and WordPress as a back end CMS from Figma file to deployment.
- Built Custom WordPress Themes from Figma file to deployment by leveraging classic, Gutenberg and Full Site Editing approaches. .
- Responsible for debugging / updating and creating new features for legacy sites using a variety of different code bases, tools and technologies including NextJs, ReactJs, WordPress, PHP, Git, GitHub, Nexcess, Vercel, SQL Databases, ClickUp.
- Worked with Project Managers, stakeholders in a 2-person dev team to deliver performant, beautiful and dynamic web applications.
- Here are some examples of the work I have done with Hello Cheshire.

  - **ARC**: https://ten.antirecidivism.org/
  - **MedTech Solutions**: https://medtechsolutions.com/
  - **Hello Cheshire:** https://dgsf.co/
  - **CorSource**: https://corsource.com
  - **FieldIn**: https://fieldin.com/
  - **West Edge**: https://westedgela.com/

2020- 2021 at **I-ology:**

https://i-ology.com/

- I-ology is a digital transformation consulting firm specializing in web-based application development & API Integration.
- Worked on enterprise-level applications as a Front-End Developer using a myriad of techniques including Vuejs, C#, ES6, Umbraco, and ASP.NET.
- Here are some web apps as to where I contributed enhancements, debugging and new features with I-ology.
  - Sonora Quest: https://www.sonoraquest.com/
  - Honor Health Foundation: https://honorhealthfoundation.org/

2019- 2020 **Hovrtek** (Internship):

https://www.hovrtek.com/

- Worked on a robust iOS and Android mobile application using React Native. The app includes Firebase, Chat Functionality, Geolocation Tracking, React-Native-Redux and Navigation v5.
- Researched, conceptualized, wire-framed and coded App from scratch in an Agile-managed, highly productive team environment.

Producer

2016 - 2019 at **Havas Worldwide Chicago** (https://chi.havas.com/) / **Legacy Marketing** (https://www.legacymarketing.com/)
- Worked as a full-time producer on contract for Havas Worldwide and Legacy Marketing
- Produced web, experiential, print and video campaigns
- Organized framework and workflow for all weekly outreach
- Curated talent for campaigns, negotiated payment and managed expectations
- Main point of contact for over 200+ talent contractors over production tenure
- Managed multiple projects simultaneously and organized the back end of huge campaigns with many moving parts

Videographer

2008 - 2018

- Owned and operated a freelance Videographer business working on commercials, music vIdeos, documentaries and feature length movies
- Created over 100 video spots for a wide array of clients including The State of Oregon / Modelo Especial / Orbitz / Frito Lay
- Proficient in all aspects of video production:
  - Direction / Filming / Editing / VFX / Color grading / Sound design
- Managed production teams of over 30+ people
- Organized casting, locations scouts, crew and vendors for week-long shoots
- Created estimates and managed budgets

EDUCATION

Epicodus

2019 - 2020

- Completed a full-time, 27 week program in web and open source development
- Developed strong problem solving , interpersonal and communication skills
- Learned the tools of open source development in order to succeed including ES6, HTML, CSS, SCSS, Bootstrap, Ruby / Rails and React / Redux, Jest, REST API, JSON.
- Strengthened my enthusiasm for technology and deepened my passion for the tech industry.

PERSONAL DEVELOPMENT PROJECTS

Actively pursues continuous learning and stays abreast of the dynamic advancements in web development technologies. I maintain currency by developing my own applications for both educational purposes and enjoyment. Here are some of the technologies I have leveraged while making my own applications:

- HuggingFace, Puppeteer-core, Ruby / Rails, Redux, React Context, Firebase, MondoDB, My SQL databases, Sequel Pro, MAMP, Postman, a ton of various NPM libraries in tandem with NextJs / ReactJS / VanillaJS development.

Examples

- **Cumulus Web Design**
  https://www.cumuluswebdesign.net
  Marketing website for personal freelance business built using NextJs.
- **JS Drumz**
  https://liampkenna.github.io/js-drumz/
  Collaboratively written web app composed of 3 music-making modules - a drum machine, synthesizer and chaos pad.
- **Old Portfolio Website**
  https://css-land-jaywinebrennergmailcoms-projects.vercel.app/
  An old portfolio site built with a brutalist design flair. I redid the site as I felt a more traditional design would help with the job hunt, though I do personally like the design.
- **Fruit Tree Finder**
  https://desktop-vue-fruit-finder-ca2d4.web.app/
  The Fruit Finder connects people to the plentiful fruit tree bounties in their neighborhood. The goal of The Fruit Finder is to document all fruit trees in the Portland area to provide fresh, delicious fruit to those in want and to prevent needless food waste. This is a Work-in-Progress that I code in my free time with React / Firebase.
- **RPG Video game**
  https://redux-carrot-top.vercel.app/
  An old school-RPG inspired video game which was made with React / Redux.
- **Social Media Clone**
  https://dracula-review-app-react.vercel.app
  This is a CRUD React App wired up with Firebase. It uses Authentication which allows users to create, read, update, delete and comment on posts.
- **Jake Morris Drums**
  https://jake-morris.vercel.app
  A website built with React for Portland musician Jake Morris.

SOFT SKILLS

- Communicative
- Organized
- Self-Motivated
- Driven to succeed
- Creative / Artistic
- Relentlessly learning
- Team Player
- Empathetic
- Kind

TOOLS

ReactJs / Redux + NextJs + Custom WordPress Development + WordPress Builders (Elementor / Divi / Beaver Builder) + HubSpot Custom Theme Development + HUBL + PHP + TypeScript + React-Native + Ruby / Rails + ES6 + JQuery + C# + SQL + VueJs + .NET + AWS + FIrebase + SQL databases + CSS + Google Workspace + HubSpot + Figma + HTML + Bootstrap + Git and Github + Microsoft Office 360 + Adobe Premiere + Reason + Ableton + Pro Tools

AWARDS / PRESS

Received flattering press from popular culture website The A.V. Club for satirical text based React-built video game:
https://www.avclub.com/new-rpg-tasks-players-with-defeating-carrot-top-and-th-1844853866

Generated over $100,000 for then start up radio station XRAY.fm via a self produced Kickstarter video

Created viral video (40 Million + YouTube views) for a satirical short film

Winner of Willamette Week's "Best Advertisements for "Keeping Portland Weird" (2016)