Zack Seuberling

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SUMMARY

I am a customer focused front-end developer primarily concerned about performance, accessibility, and design systems. I have coached back-end developers on front-end best practices and has elevated relationships between UX and engineering departments. I am most passionate about working with kind individuals who care about each other.

My currently tech focuses are Node, Next.js, React, semantic HTML and post-processed CSS.

Additional skills include: HTML templating languages (Pug, Handlebars, Twig, Liquid, Slim), CSS (pre– and post–processers), JavaScript (ES6, Node.js, jQuery, React) & its build ecosystem (Gulp, Browserify, Webpack), Ruby (Rails), PHP (WordPress, Craft CMS), version control (Git, SVN), MySQL, Processing, Arduino, Adobe Creative Suite, Sketch, Figma

WORK EXPERIENCE

Leafly (https://www.leafly.com)

Design technologist II, 2019–Present
Design technologist, 2018–2019

My work crosses product teams to identify, research and implement user-experience solutions, this has included:

- producing and maintaining a shared component library used throughout Leafly's vertical web applications to maintain consistent brand awareness and user-experience when moving through a customer journey
- optimizing delivery of shared CSS and javascript client side application code to speed up feature building across our product teams
- an accessibility dashboard to provide Leafly developers insights and actionable solutions for web-applications not meeting WGAG AA standards
- load testing NodeJS/Express services to diagnose and uncover abnormal performance bottlenecks
- re-writing NodeJS server application code to optimize time-to-first-byte as well as time spent in Express middlewares to speed up performance for our customers

Alaska Airlines (https://www.alaskaair.com)

Design technologist, 2017–2018

Worked closely with the UX team across the customer journey teams advising on how best to achieve compelling user-experiences for all of the Alaska Airlines applications. This included:

- bridging knowledge and communication gaps between product designers, visual designers and engineering teams to help stakeholders understand scope and expectations
- building interactive prototypes alongside product designers to help better represent ideas for stakeholders and engineers
- coaching back-end engineers on front-end development best practices, with a focus on accessibility, semantic HTML and performance
- developing front-end architecture strategies to align current and future developers with Alaska Airlines' core design pillars

Rumors (https://www.rumo.rs)

Lead developer & designer, 2013–2017
Designer & developer, 2010–2012

Engineering lead for an award-winning design studio specializing in clients from the fields of art and culture, including publishing houses, digital magazines, and exhibitions.

- design and build of custom CMS solutions. Work ranged from information architecture and database design to front-end development and pipelines for consistent, reliable deployments

- customizing and implementing open-source solutions such as Craft CMS, Wordpress, and others
- mentoring junior developers and designers on best-practices
- leading internal projects that focused on improving design and development workflow and operations through version control and code reviews

Projects include:

- Open Signal (http://opensignalpdx.org/)
- SCI-Arc (http://sciarc.edu/)
- New Cities Future Ruins (http://newcitiesfutureruins.com/)
- Center for the Humanities (http://centerforthehumanities.org/)
- Emily Books (https://emilybooks.com/)
- Bidoun (http://bidoun.org/)
- Griffin Editions (http://griffineditions.com/)
- Melville House Books (http://mhpbooks.com/)
- Manhattanville College (http://mvillemfa.com/)

Objective Subject
(http://www.objectivesubject.com)
Designer & developer, 2009-2010

Responsible for designing and developing branding and identity projects for non-profit organizations, art galleries, and e-commerce clients. Work ranged from establishing brand guidelines to WordPress development.

TEACHING EXPERIENCE

Parsons The New School for Design
Part time faculty, 2012-2013

Responsible for co-planning and teaching introduction to interactive design. The course focused on the technical application of typography, and graphic design theory using HTML, CSS and JavaScript standard practices.

Pratt Institute
Part time faculty, 2012

Responsible for planning and teaching introduction to interactive design to non-design majors. Concepts taught ranged from understanding how the internet works to how interaction design can better convey intention.

Bowling Green State University
Teaching assistant, 2008

Assisted students with technical implementation of design theory as it relates to interactive projects.

EDUCATION
Bowling Green State University
Graduated June 2009, GPA 3.8

HONORS AND AFFILIATIONS

- 2005–2009 Active member of BGSU student graphic design club
- 2008 Awarded BGSU Junior Talent Award scholarship
- 2008 Participant of Circumstance: The Intersection of Choice and Chance
- 2007 BGSU undergraduate show Honorable Mention
- 2007 Participant of Artomatic 419 Lite