Jason Martin

Senior Front-End / Web Engineer (Accessibility • Performance)
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SUMMARY

Senior Front-End/Web Engineer with 15+ years shipping accessible, high-traffic sites. Actively building in **React/Next.js** (portfolio + smaller production pages); deep strengths in **HTML/CSS/JavaScript**, **WCAG 2.2 AA**, **performance/Core Web Vitals**, and PHP/MySQL back ends. Known for end-to-end delivery (discovery → build → launch → training) and close collaboration with design/product/QA. Hands-on with **AI-assisted development** for faster refactors, docs, and tests.

CORE SKILLS

- **Front end:** React/Next.js (App Router), HTML5, CSS/Tailwind, Responsive UI, Accessibility (ARIA, focus, keyboard)
- **Performance:** Lighthouse/Core Web Vitals, image optimization (WebP, `sizes`), lazy loading, caching
- **Back end:** PHP (PDO), MySQL, REST APIs; basic Node.js
- **Process:** Agile/Scrum, code reviews, tickets, demos, stakeholder comms
- **Testing:** Vitest + React Testing Library (render/query by role, click handlers, `jest-dom`)
- **Tools:** GitHub, GA, Adobe, AI-powered tooling

EXPERIENCE

Memphis–Shelby County Schools (MSCS) — *Senior Web Engineer / Platform Architect* (Web Services Advisor)
2008–Present, Memphis, TN (Hybrid)

- Led front-end and platform work for the district's flagship web properties serving tens of thousands of monthly users; owned accessibility, performance, and reliability across launches.
- Delivered **React/Next.js** features (carousels, galleries, accessible modals) and modern, semantic UI with Tailwind; maintained green **Core Web Vitals** via image optimization and lazy loading.
- Implemented **WCAG 2.2 AA**: landmarks, focus order, keyboard flows, ARIA labels/roles, color contrast; added skip links and accessible patterns editors can reuse.

- Built **PHP (PDO) + MySQL** data models and endpoints powering searchable directories, filters, and **Leaflet** maps with accessible popups.
- Introduced **AI-assisted** workflows to accelerate refactors, docs, and accessibility checks; reduced build/iteration time significantly while improving consistency.
- Partnered with Communications, IT, and program stakeholders; ran editor trainings and wrote SOPs to enable non-technical updates.

Selected Projects & Impact

- **AfterSchool Memphis** – district-wide programs directory with fast search and map.
  Impact: One source of truth; faster discovery on mobile/desktop; editors manage content without dev help.
  Stack: PHP (PDO), MySQL, Tailwind/Bootstrap, Leaflet, vanilla JS.
- **MSCS District Template** – reusable, accessible page system used across departments.
  Impact: Faster page creation, consistent UI/UX, improved mobile performance and maintainability.
  Stack: PHP, Tailwind/Bootstrap, light JS.
- **Newsroom / HR / LeaderBoard CMS** – structured content + admin tools.
  Impact: Quicker publishing cadence, fewer layout regressions, audit-friendly history.
  Stack: PHP (PDO), MySQL, Bootstrap/Tailwind.

Shades Blue Creative — *Founder / Lead Developer*
2003–Present (Independent)

- End-to-end delivery for nonprofits/education: discovery, UX, front end, back end, deployment, and maintenance.
- Custom CMS builds and data-driven apps using PHP/MySQL and modern UI patterns; reputation for reliable delivery under tight timelines.

EDUCATION & DEVELOPMENT

BFA, Graphic Design — Mississippi University for Women (MUW), Columbus, MS
Ongoing professional development in modern JavaScript (React/Next.js), accessibility standards, performance optimization, Agile/Scrum, and **AI-assisted development**.

LINKS

Portfolio: **shadesblue.com** • Résumé (PDF): **shadesblue.com/resume.pdf**