

Brett Brewer

Full Stack Web Developer

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Areas of Practice

- Full Stack Web Application Development – Java, PHP, MySQL, LAMP stacks
- Web API Design & Integration
- ES6 SPA/PWA Development
- SEO / Analytics
- Web Site Speed Optimization
- Dealing with ugly legacy code

Technology Expertise

- PHP (Laravel / Lumen / Kohana) – Eloquent ORM, Doctrine ORM
- Vue.js / Vuex / Vue Router / Vuetify / jQuery / Bootstrap / SASS / HTML5 / CSS3 ...etc.
- Javascript - ES6 / Typescript / Webpack / NodeJS / NPM / Yarn / Gulp
- Java 8 / SpringMVC / Spring Boot / Spring Actuator / Hibernate ORM
- Swagger / Open API 3
- Git / GitHub / GitLab / Subgit / SVN
- LAMP Stack Admin - Apache / Nginx / Linux (Ubuntu / RHEL / CentOS / Fedora / Oracle)
- WSL – Windows Subsystem for Linux (it's actually pretty nice!)
- SOLR (No-SQL search backend)
- Memcached / Couchbase / MongoDB
- Varnish Caching
- Open-Source CMSes and eCommerce systems (Wordpress, MediaWiki, X-Cart, etc.)

Industries Served

- Insurance / Automotive
- Retail / eCommerce
- Education

Education

- B.A. Creative Writing, with minor in Electronic Imaging, FSU

Professional Experience

CCCIS / Carwise.com

Senior Developer

Nov 2015 – Aug 2019

I wore a lot of hats at CCC. I initially took over as the lead frontend dev for their Consumer team which handles Carwise.com and a variety of consumer-facing web products. By the time I left 3 years later I was the overall lead developer on the team handling both frontend and backend and increasingly tasked with training junior devs, refactoring code and improving development processes.

- Led development of a photo estimate mobile web app developed in ES6/Vue.js to allow on-line repair estimates for body shops, integrated on the backend with CCCOne shop management software.
- Built an online survey tool to replace a 3rd party tool they had been using which allowed us to bring about \$1 million of lost revenue back in house.
- Led development of a repair scheduling web app to allow appointment scheduling, integrated with CCCOne shop management software.
- Led development of scheduling plugins deployed on 3rd party sites to enable appointment scheduling integration with CCCOne shop management software.
- Led development of an internal support portal implemented in Vue.js and Spring Boot to manage various Consumer team products.
- Reimplemented the Carwise Wordpress blog using Bedrock and Sage from Roots.io, which uses more modern tooling and production practices than standard Wordpress versions. This includes using Composer for PHP dependencies, .env files for configuration, the Blade template system from Laravel, and a modern frontend js/css build with webpack.
- Maintained and improved underlying frontend/backend code and development processes for Carwise.com. Improved SEO, implemented microformats, meta tags and metadata in JSONLD format to enhance search visibility.
- Implemented custom Google Analytics tracking with numerous custom dimensions, custom metrics, virtual pageviews for funnel visualization of SPAs, and migrated some properties to Google Tag Manager.
- Trained and mentored all team members on frontend and backend development.
- Migrated multiple legacy code bases from Java6 to Java8 and SpringMVC 3.x to 5.x.
- Introduced Vue.js and webpack to our dev team and trained other team members on them.
- Taught team members the basics of GIT workflows. Implemented SubGIT to allow team to use both SVN and GIT simultaneously to ease transition to GIT.
- Served as a technical advisor to supervisors and other departments on topics such as developer tooling, technology roadmaps, planning migrations for legacy systems, and moving from SVN / HudsonCI to GitLab.

Heels.com

Lead Developer

March 2009 – Aug 2013

www.heels.com

Rescued failed launch of their new site that had been partially rebuilt in Kohana PHP (MVC) framework. After that I continued working for them as lead developer, touching every aspect of frontend and backend development aside from graphic design. Implemented full real-time product inventory integration with Amazon Merchant Web Services for over 100,000 SKUs resulting in up to \$100,000/month in increased sales. Converted site navigation/search from MySQL backend to Lucene/SOLR faceted search backend, reducing page load times for complex search filters from 20+ seconds to a few hundred milliseconds. Developed a single-page

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Favorite Dev Bloggers

Phil Sturgeon

- apisyouwonthate.com
- philsturgeon.uk

Joel Spolsky

- joelonsoftware.com

Bob Martin

- youtu.be/NeXQEJNW05w
- blog.cleancoder.com

checkout for their shopping cart using jQuery and AJAX to streamline the checkout process and implement new payment methods such as PayPal. Implemented various caching, javascript and CSS optimizations that cut page load times in half. Built new product import system which cut product import times by 90%. Implemented integrations with shipping providers such as UPS, FedEx and USPS for domestic and international shipments. When Heels.com was acquired by JustFab (www.justfab.com) I integrated the JustFab footwear inventory system with Heels.com's inventory system to allow sales of JustFab's shoes on Heels.com while keeping their remote inventory system updated as shoes were sold. Migrated the un-versioned codebase to version control systems – first to SVN, then to GIT to allow for easier collaboration between developers and easier deployment of new features. Set up separate staging and production environments to allow for more thorough testing of new code prior to deployment. Maintained site with near zero downtime for over 4 years in an environment of constant rollout of new features. Was also responsible for hiring and supervising two other junior developers.

Bonobos Pants

Lead Developer

Sep 2007 – Sep 2008

www.bonobospants.com

Implemented the first version of their ecommerce platform using x-cart (a “commercial open-source” PHP shopping cart), allowing them to move from a “trunk-sale” business model to an ecommerce sales model in a very short time frame. The successful launch of their site was instrumental in helping them obtain venture capital funding and they have gone on to be acquired by Walmart in 2017 for \$310 million.

Additional Projects

The Real Estate School, Inc.

Lead Developer

Jul 2002 – 2007 (with continuing freelance work from 2007 to present)

www.realestate-school.com

Built new responsive version of site using Foundation JS/CSS framework and Kohana PHP framework. Built a simple CMS to allow non-technical site owner to easily edit most page content in a WYSIWYG editor. Implemented mobile-friendly online Continuing Education grading application allowing customers to pay for instant online grading of their correspondence courses with credit card transactions securely processed via Authorize.net SIM api. Built mobile-friendly subscription-based online exam prep “Q&A” program for pre-licensing students, using PHP/MySQL/jQuery/jQueryUI/jQueryMobile. Handled all aspects of web server setup/configuration/security (CentOS/Apache). Have handled all aspects of SEO since 2002, keeping them on page 1 of Google search results for highly competitive search terms such as “florida real estate school” for over a decade.

Dream Water

Freelance Consultant

Nov 2009 - May 2011

www.drinkdreamwater.com

Implemented their ecommerce site in x-cart, converting Photoshop site mockups into Smarty PHP templates and customizing navigation and checkout features. Developed a store locator module using Google Maps API to display retail store locations based on GPS coordinates, showing custom icons for Walgreens and DuaneReade locations and allowing zipcode and address-based store searches. Set up staging and production servers and Github repository for version control.

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Eschatone Records

Freelance Consultant

June 2008 - June 2010

www.eschatone.com

Implemented x-cart based version of their ecommerce site, converting Photoshop mockups into Smarty templates. Also implemented a custom phonetic coupon code generator module to allow them to create batches of promo codes which were easy for customers to remember and redeem online for free downloadable music. The codes were given out by bands at live performances and other events to promote their music.