

James Lomax

Senior Interactive Developer

Contact

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Summary

Senior Interactive Developer and proven team leader with a history of delivering complex front-end solutions and mentoring junior talent in fast-paced agency and enterprise environments. Contributes to robust, maintainable codebases through component-based development in React and Vue, and modern JavaScript stacks. Recognized by managers and peers alike for modernizing platforms, accelerating team velocity, and building resilient internal tools. Thrives in Agile teams, CI/CD workflows, and high-stakes projects, taking ownership of delivery, developer onboarding, and architectural direction when needed. Builds accessible, performant UIs that scale ~ and fosters teams that scale with them.

Experience



Independent Work

JavaScript React Native Node.js Expo Express MongoDB

- Designing and building a native mobile app from the ground up using React Native and Expo Go
- Built the backend with Node.js, Express, and MongoDB, focusing on API design and scalable architecture
- Exploring cross-platform UI patterns, deployment strategies, and mobile development workflows through Expo CLI
- Prototyping and testing UI components with attention to responsiveness, native integration, and performance optimization



Abelson Taylor Group

Interactive Developer - Senior (*Front End*)

10/2023 - Present

JavaScript React TypeScript JavaScript SCSS Node.js Pug.js Git Azure DevOps Veeva CRM GSAP3 iOS

- Built interactive presentations and JS-based tools for the Veeva CRM platform
- Developed internal tools and applications using React, Node.js, Yeoman, Pug.js, and supporting frameworks
- Maintained and extended ASP.NET websites using C# and Razor syntax, supporting internal and client-facing platforms
- Managed CI/CD pipelines in Azure DevOps, resolving merge conflicts and handling off-hours deployments across environments
- Created animated web banners with GSAP 2/3 and SCSS, delivering modular, responsive, and MLR-compliant assets deployed via Google Marketing Platform (*DoubleClick*)
- Led unit and visual regression testing to preserve design fidelity and catch regressions early
- Mentored junior developers and contributed to Agile sprint planning, code reviews, and front-end architecture discussions



Hawkeye Agency (Razorfish)
Interactive Developer (Front End)
03/2018 - 07/2023

JavaScript React SCSS Tailwind CSS Git RESTful APIs Next.js Nuxt Node.js PHP Docker Kubernetes Liquid.js Braze Wordpress Drupal Webpack

- Led front-end development for Popeye's Chicken campaigns using the Braze customer engagement platform, building dynamic themes and components with Liquid.js and RESTful APIs that reduced campaign development time by 80% across email, push, and in-app messaging
- Built marketing sites and campaign platforms using Vue, Nuxt, and Tailwind CSS, delivering fast, responsive UIs
- Contributed to a Vue.js SPA for the Center for Internet Security (CIS), collaborating with an Agile team to develop scalable components in SCSS, deployed within a Docker/Kubernetes environment
- Delivered personalized digital tools and campaigns for clients including Google, FedEx, BASF, Center for Internet Security and Plano Synergy
- Customized and maintained CMS-driven websites using Wordpress, Drupal, and Magento, with performant UIs built using SCSS and Webpack
- Participated in CI/CD workflows, unit and visual regression testing, and mentored junior developers in a fast-paced agency environment



Michaels Stores
Front End Web Developer
01/2013 - 02/2018

JavaScript Angular SCSS Vue.js Git HTML5 Salesforce Commerce Cloud CMS Responsive Design

- Developed web tools and dynamic layouts for enterprise websites integrated with Salesforce Commerce Cloud, supporting weekly updates for seasonal campaigns across U.S. and Canadian markets
- Built automated, reusable front-end modules using JavaScript and Angular, improving maintainability and reducing manual effort for content updates
- Maintained and extended the Salesforce Commerce Cloud eCommerce platform to ensure product accuracy, promotion scheduling, and brand consistency
- Stepped up during a leadership gap to lead the front-end team, establishing a Kanban pipeline, onboarding new developers, and mentoring junior team members while ensuring deliverables stayed on track
- Implemented third-party APIs and AI-powered chat features to enhance customer support and interactivity
- Refactored templates and front-end workflows to accelerate content updates and reduce marketing turnaround times
- Owned content deployments and coordinated with internal stakeholders to ensure smooth delivery



Pursuant (Allegiance Group)
Graphic Designer | Animator | ActionScript Developer
07/2007 - 01/2011

Adobe Flash ActionScript Photoshop Adobe Creative Suite Responsive Design


- Designed and developed interactive Flash-based microsites and animations to support immersive user experiences
- Created digital and print collateral for marketing campaigns, blending visual design with interactivity
- Built dynamic content features using Adobe ActionScript, enabling personalized, user-driven storytelling and augmented reality video experiences
- Collaborated with cross-functional teams to translate creative strategy into visual assets and interactive components

Education



Degree: Professional Certificate, Interactive Technology

Southern Methodist University - 2004



Degree: Associate of Arts, 3D Modeling & Animation

The Art Institute of Dallas - 1999

Skills / Tech Summary

Languages & Frameworks:

 HTML 5

 CSS

 SCSS

 JavaScript

 Vue.js

 Ember.js

 React

 React Native

 Expo Go

 Tailwind

 Yeoman

 MJML

 Liquid.js

 jQuery

Backend

 Node


 Vite


 .NET


 C#


 PHP


Platforms & Tools


 GIT


 Github


 Azure DevOps


 JSON


 veeva


 Wordpress


 Drupal


 Braze

 Magento

 Salesforce

 MacOS

 Windows

 Google Marketing Platform

Design & Collaboration

 Jira

 Figma

 Adobe Creative Cloud

 Open AI / Chat GPT

Workflow & Methods

Single Page Applications (*SPA*)

A/B Testing

Agile / Scrum

Project Planning

Component-driven Development

Responsive Site Design

Accessibility (*WCAG compliance*)

eCommerce

Mentoring

Email Development

CI/CD

Marketing

Cross-functional teams

Recommendations *(Posted on LinkedIn)*

“ James was a valued member of the development team at AbelsonTaylor. He jumped headfirst into new tech stacks and codebases, building custom applications that helped clients increase their ability to customize messaging and marketing campaigns. James also was a key contributor to modernizing internal production tools and processes. His easy-going demeanor was instrumental with keeping the team’s morale up during crunches and other times of stress, and I hope to be able to work with him again in the future

Micheal Chesta | Director of Interactive Development | AbelsonTaylor | Direct manager

“ A great guy to have on the team, James would always be one step ahead and come up with creative solutions to our designer’s needs/wants before a project fully handed off. It was always good news to hear he’d be on the same project as I was. If I had questions about anything, he’d usually have an answer for me or be able to come up with one in a short time

Anthony Woo | Interactive Developer | AbelsonTaylor

“ I had the privilege of being James’s supervisor during his tenure at Hawkeye. James is eager to learn and willing to dive into complex development situations to figure out the most streamlined and efficient way to tackle the task at hand. He is team-oriented, communicates well, and is dedicated to each assignment that he takes on.

Jeff Tidwell | Director, Technology | Hawkeye / Razorfish | Direct manager

“ I’ve worked closely with James for the past year at Michaels. When I came on board, they had just lost their senior front end developer. James took on most of those responsibilities in addition to his usual duties for several months, and performed admirably, demonstrating his ability to lead and thrive in a senior role.

James has been integral to my success at Michaels. He initially trained me in Salesforce Commerce Cloud, and I continue to benefit from his wealth of experience with HTML and CSS, as well as his eye for design and Photoshop wizardry.

Personable, affable, and frequently hilarious, James is always quick to offer to pick up slack for the other members of our team. He will be a valuable asset to whoever is fortunate enough to work with him next

Matthew Robinson | Developer | Micheals

“ I worked with James on several projects during his time at Pusuant, and he always produced top-notch work. We collaborated on a project for the American Heart Association, and he created an awesome Flash animation for a microsite promoting their Jump Rope for Heart campaign. It was envisioned as a simple animation, but James went the extra mile to create a piece that immediately grabbed the viewers attention, while still staying within AHA’s design aesthetics. And he came in on time and on budget. That’s the kind of work ethic you can’t teach

Joel Bernsen | Video Producer / Director / Editor | Pursuant