

# John Durso

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## Summary

Web guru with 10+ years of experience building scalable, component-driven websites/applications, accessible UI systems, and high-performance digital products. Proficient in React (Functional Components and Hooks), TypeScript, Tailwind CSS, Next.js, and RESTful API integration, with hands-on experience in unit and integration testing using Jest and Testing Library. Proven track record of owning shared component libraries, driving design system architecture, and shipping production-grade interfaces that directly impact conversion, engagement, and user experience at scale. Comfortable working across the full front-end layer and collaborating closely with backend, product, and design teams in fast-moving, engineering-first environments. Freelance work building Next.js and React applications end-to-end has sharpened expertise in server-side rendering, static generation, Git workflows, and performance-focused architecture at a component level.

## Work Experience

### **Web Platform Manager, January 2022 to Present**

*Thomson Reuters*

- Architected and maintained scalable, component-driven UX patterns and design systems within Adobe Experience Manager (AEM), enabling faster page creation and an 18% increase in digital conversions.
- Drove front-end web strategy for top-of-funnel surfaces across US, UK, and Canadian markets, delivering a 21% increase in conversion rates through disciplined A/B and multivariate experimentation via Adobe Target.
- Led major product launch builds in partnership with Marketing and Engineering, ensuring architecturally scalable, high-fidelity implementation and reducing product launch cycles by 17%.
- Defined and monitored KPIs, identified UX and performance opportunities, and drove measurable improvements to user flow and bounce rate reduction across global web properties.

### **User Experience Specialist, March 2021 to January 2022**

*Thomson Reuters*

- Led interaction design and front-end implementation for the LegalTracker brand redesign, owning user flows, information architecture, and page-level development, resulting in a 28% increase in form conversion rates.
- Built component-driven web experiences that achieved a 50% increase in page scroll depth through improved layout, navigation, and responsive content presentation.
- Served as primary web accessibility auditor, ensuring all web surfaces exceeded WCAG 2.1 AA standards using the WAVE scanner and inclusive design principles.

### **Senior Web Producer, January 2019 to March 2021**

*Thomson Reuters*

- Served as CMS Superuser, governing a global component library and design system used by 15+ web publishers, reducing platform downtime by 15% through proactive component governance.
- Defined and documented standardized, reusable web components to accelerate page creation, resulting in a 40% increase in scroll depth and a 10% increase in form conversions.
- Designed personalized web experiences leveraging Adobe Content Fragments and Experience Fragments, achieving a 12% improvement in SaaS B2B marketing funnel engagement.
- Led web authoring training for 15 global web publishers during a WordPress-to-AEM migration, ensuring high accuracy and speed in page building.

### **Front-End Web Developer, November 2016 to January 2019**

*Thomson Reuters*

- Prototyped and delivered high-fidelity HTML/CSS/JS templates for large-scale marketing campaigns reaching 100,000+ recipients in the SaaS B2B space, collaborating closely with engineers on precise implementation.
- Designed and documented reusable email and web components, saving the marketing team 70% in development time and improving overall campaign efficiency.
- Defined web operations for an agile marketing team, applying systems thinking to improve multi-channel workflow efficiency by 12%.

### **Freelance Web Developer/ Web Designer / Founder, Ongoing**

*Sleeping On The Job Media (sotjmedia.com)*

- Design and develop production-ready Next.js and React applications for local businesses and creatives, applying component-driven architecture and reusable design patterns consistent with enterprise-level engineering standards.
- Build fully responsive, accessible interfaces with Tailwind CSS, enforcing consistent design tokens and mobile-first layouts across every project.

- Develop and maintain custom React functional components with Hooks for state management and side effects, mirroring patterns used in modern production application development.
- Integrate RESTful APIs and third-party services into Next.js applications, managing data fetching with server-side rendering and static generation to optimize performance.
- Manage all projects end-to-end using Git version control, maintaining clean commit history and branch strategies consistent with professional engineering team workflows.

## Education

Associate's Degree in Web Design  
Internship: Schoolcraft Webmaster  
Schoolcraft College

## Certifications

- TestDome: HTML/CSS, JavaScript with jQuery, and Bootstrap (Top 10% Ranking)
- Adobe: Develop Global Websites with Adobe Experience Manager
- Anthropic: Claude 101
- Thomson Reuters: Agile Marketing

## Skills

**Front-End Engineering:** HTML/CSS/JS, TypeScript, React (Functional Components and Hooks), Next.js, Tailwind CSS, Sass/SCSS, Mobile-First/Responsive CSS

**Component and Design Systems:** Component-Driven Development, Reusable Component Architecture, Design Tokens, Information Architecture, Wireframing (Figma, Sketch, Adobe XD)

**Testing and Quality:** Jest, Testing Library, WCAG 2.1 AA Accessibility, Cross-Browser Compatibility/Testing, Code Review Practices, Usability Testing

**Build Tools and Platforms:** Git/Version Control, RESTful API Integration, Server-Side Rendering (SSR), Static Site Generation (SSG), Adobe Analytics, Adobe Target (A/B and Multivariate Testing), Hotjar

**Content Management Systems:** WordPress, Webflow, Squarespace, Shopify, Adobe Experience Manager

**Optimization:** Performance Debugging, Conversion Rate Optimization (CRO), A/B and Multivariate Testing, SEO, KPI Tracking

**Agile and Collaboration:** Agile/Scrum, Jira, Workfront, Stakeholder Management, Cross-Functional Partnership (Marketing, Engineering, Product Design)