

Jack Reichert

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Director of Web Development and Lead Full-stack Developer. Built and manages ISDA's web department. Extensive collaboration with all company departments, members, and clients. Providing continuous support, coordinating multiple deliverables, and initiating creative solutions to satisfy the priorities of stakeholders.

Formerly Lead Front-end Developer for Blackberry Travel's web application. Technical co-founder of the Premier Middle East environmental news site. Philosophy major. Forbes.com contributor. Engineering web applications, professionally, full time for over a decade. Committed to optimizing, refactoring, and perfecting every aspect of the stack from UX and typography, to queries and algorithms, to wrangling servers.

PHP ♦ WordPress ♦ MySQL ♦ JavaScript/ES(Next) ♦ ReactJS/Redux ♦ Website optimization ♦ Web security ♦ Systems Administration
Team Development ♦ Project Management ♦ UI/UX Design ♦ Photoshop ♦ HTML/CSS ♦ (Some: Python ♦ Swift ♦ NodeJS ♦ MongoDB)

Work Experience

Management

International Swaps and Derivatives Association

Director of Web Development - August 2016 - May 2018

Manager of Web Development - January 2014 - July 2016

- Launched the new company website, www.isda.org. Responsible for assessing all departments' new online needs, planning overarching project, code architecture, and commissioned design.
- Built and cultivated a diverse web team from scratch. Responsible for hiring, mentoring, managing workflows, and guiding the development of each team member's technical growth. Responsible for managing each team member's projects from inception to completion, as well as ensuring the quality of their output via continuous code reviews.
- Crafted and implemented processes to improve team performance. Processes implemented include: local development environments, version control, deployment system between servers and environments, code reviews, code tests, project management communication and tracking tools, vetting and implementation of new technologies

Engineering

International Swaps and Derivatives Association

Lead Full-stack Developer - December 2012 - May 2018

Lead Front-end Developer - October 2011 - November 2012

- Architected, directed the design, development, implementation, and migration of tens of thousands of pieces of content, assets, and several complex systems from multiple legacy sites into the new company website. Site leverages WordPress as a framework, ReactJS+Redux for many critical UI elements, and Python for various data processing tasks. New site houses over 30 different forms, several distinct payment endpoints, and fully integrates our CRM into the user management of the system.
- Designed, developed and maintained custom solutions and integrated existing solutions for over a dozen proprietary, non-documented, and open source frameworks and websites. Solutions include migrations of thousands of pieces of content to new cleaner interfaces, MySQL and Python processing of large datasets from multiple sources for better enduser consumption, integration of commissioned solutions into existing websites, creations of self-hosted/custom "file-share" app developed on WordPress, and multiple payment funnels.
- For better performance of the company's sites, migrated of servers to NGINX, rebuilding servers from scratch. Built local development environments on vagrant to mirror production environment for better testing and to minimize deployment errors.

WorldMate

Lead Front-end Developer - February 2010 - June 2011

- Responsible for implementation of Design and UX for WorldMate and BlackBerry Travel web apps.
- Designed, developed and implemented WordPress Multisite for company landing pages, marketing site and blog. Development included theming, migration, security maintenance and upkeep.
- Implemented multiple mass (1 million+ recipients) email marketing campaigns. Implementation included template design, user segmentation and targeting, as well as statistical analysis for better targeting of future campaigns.

Green Prophet

Technical Co-Founder - December 2007 - December 2010

- Premier Middle East environmental news - provided technical, usability and artistic support for the development, functioning and design of the site.

Western Wall Heritage Foundation

Correspondent, Tour Guide - June 2005 - February 2010

- English correspondent and tour guide for the Western Wall Heritage Foundation tunnels.

JackReichert.com

Freelance Web Development - 1999 - Current

- Designed, planned, and developed websites for clients.
- Consulted on business development, technology implementation assessments, and team building and management.

Speaking Engagements

WPNYC - "It's broke: how do I fix it? Debugging your code" - April, 2017

WordCamp NYC - "WordPress, Your World, Your Data" - November, 2015 ♦ **WPNYC** - "Typography: What You Should Not Do" - June, 2015

WPNYC - "Turning Tricks: Using Action and Filter Hooks in WordPress" - May, 2013 ♦ **WPNYC** - "Responsive Design" - May, 2012

Meet for Speed - "Speeding up BlackBerry Travel" - September, 2011 ♦ **WordCamp Jerusalem** - "Building a WordPress Plugin" - December, 2010

David Yellin College - "Building a Successful News Blog" - March, 2010 ♦ **Dale Carnegie** - High Impact Presentations (*Assistant trainer*) - 2007

Education

Hebrew University - BA, Philosophy / General Arts - Graduated 2009 ♦ **Yeshivat Har Etzion, IDF** - Advanced studies in Talmud - Completed 2004

Presentense - Social Incubator - Fellow 2010 ♦ **Israel Ministry of Foreign Affairs** - Student Diplomacy Course - 2004

Founder Institute - Graduate 2013 ♦ **Dale Carnegie** - High Impact Presentations / Effective Communications & Human Relations - 2007

Army Service

Israel Defense Force - Exemplar Soldier Award

1999 - 2004