

JOHN HOYSA

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Overview

Seasoned frontend developer with a strong foundation in HTML, CSS, JavaScript, CMS, and e-commerce. I thrive in collaborative environments, building lasting relationships with clients, designers, and developers. Driven by passion and a quick learner who excels under tight deadlines, whether working independently or as part of a creative team.

Skills and Tools

HTML, CSS, SASS, JavaScript, Adobe Experience Manager, Magento, Craft CMS, GraphQL, REST API, React, GIT, Twig Templating, JIRA, BitBucket, Confluence, Sketch, Figma, Adobe XD, and style guides.

Experience

Expedia – Austin, TX

Frontend Developer (Contractor)

Jan 2023 to Present

As a Frontend Developer specializing in Adobe Experience Manager (AEM), I maintain and enhance Expedia Group's Partner and Escapia marketing sites. Collaborating closely with design and content teams, I develop AEM components to enable authors to create engaging and consistent user experiences. My responsibilities include component creation, maintenance, and optimization, ensuring alignment with Figma designs and data capture through analytics integration. Additionally, I'm building a reusable component library for broader Expedia AEM implementations.

Freelance johnhoysa.com – Remote | Austin, TX

Development Consultant

2005 to 2017

Primary focus is meeting leading development projects for clients and agencies, specializing in frontend development, CMS implementation, and style guide creation. Experienced in freelance and remote work environments.

MRM – Austin, TX

Frontend Developer

Feb 2021 to July 2023

Leveraged Adobe Experience Manager and Magento to craft engaging digital experiences that boosted sales and customer loyalty across global markets. Collaborated closely with project managers, developers, and QA teams to deliver high-quality code that met project deadlines and goals.

OWC / MacSales.com – Austin, TX

Frontend Developer

2015 to Dec 2020

Collaborated with a team of frontend and backend developers to build, maintain, and update the company's websites. Worked closely with stakeholders and marketing leads to migrate content into Craft CMS for streamlined e-commerce management. Trained team members on Craft CMS usage and best practices. Partnered with the UI/UX lead to ensure creative concepts were effectively implemented.

Educational Service Center / Region 13 – Austin, TX

Web Developer & Project Lead

2011 to 2015

Led web development projects from inception to delivery, ensuring alignment with client goals and budget. Designed user-friendly, customizable web applications and maintained ongoing communication with stakeholders.

Education

Texas State University | Bachelor of Fine Arts

Rochester Institute of Technology | College of Art and Design