

Joseph Koonce

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Profile

I am a seasoned leader adept at designing and delivering high-performing, user-centric web experiences, specializing in modern frameworks and best practices. Skilled in translating complex business requirements into scalable, maintainable, and responsive front-end architectures. Passionate about clean code, performance optimization, and staying ahead of industry trends to drive innovation.

Work Experience

07/2017 – present
Jericho, NY, United States

Lead Front-end Developer Publishers Clearing House

PCH Rewards

- Designed and planned the tech stack for rewards (rewards.pch.com) using PHP, Laravel, Node.js, Vite, HTML5, CSS3, Sass, Vue.js, and Bootstrap, which set a strong foundation for the project's success.
- Led a team of two junior developers, mentoring them through regular code reviews, which helped elevate the coding standards and improve overall code quality, fostering a supportive environment for skill development.
- Developed a Node.js build that optimized code by error-checking CSS and JavaScript, ensuring consistent coding practices among all developers, which enhanced project maintainability.
- Utilized blade components to increase code reusability and improve SEO, helping the site perform better in search rankings and providing a cleaner codebase.
- Upgraded legacy code to modern standards, which improved performance and maintainability, ensuring the project remained relevant and efficient.

PCH

- Designed and planned the tech stack for PCH (www.pch.com) employing PHP, Laravel, Node.js, HTML5, CSS3, Sass, Inertia.js, Webpack, Vue.js, and Bootstrap, establishing a robust framework for ongoing development.
- Led a team comprising two junior and one senior developer, mentoring both levels of experience and conducting regular code reviews, which raised the team's coding standards and quality of work.
- Created a Node.js build for PCH to optimize error checking in CSS and JavaScript, ensuring all developers adhered to coding standards for consistency across the project.
- Leveraged blade components to enhance code reusability and boost SEO, resulting in improved user experience and site visibility.
- Upgraded legacy code to align with modern standards, which streamlined processes and improved system efficiency.

I took a leadership role in several other key projects, including PCHgames, PCHSlots, PCHFrontpage, and PCHLotto, which are structured similarly to the previously mentioned points. Refer to the projects section for links.

Work Experience

10/2014 – 07/2017
Jericho, NY, United States

Senior Front-end Developer **Publishers Clearing House**

PCH Answer & Win

- Designed and planned the tech stack for Answer & Win (survey.pch.com/pchsurveys) using PHP, Laravel, Node.js, Webpack, HTML, CSS, Sass, and Bootstrap, which set a strong foundation for the project's success.
- Developed a Node.js build that optimized code by error-checking CSS and JavaScript, ensuring consistent coding practices among all developers, which enhanced project maintainability.
- Upgraded legacy code to modern standards, which improved performance and maintainability, ensuring the project remained relevant and efficient.
- Implemented a responsive design framework, ensuring that our websites were optimized for all devices.

07/2007 – 08/2014
Manhattan, NY, NYC

Senior Front-end Web Developer **AJ Madison**

- Developed and implemented a responsive web application for AJ Madison's product catalog. This project allowed customers to browse products seamlessly across devices, leading to higher engagement rates.
- Optimized website performance by refactoring existing code and implementing lazy loading techniques, which improved page load times by 50%. This significant speed boost not only increased user satisfaction but also positively impacted our search engine rankings.

Education

01/2002 – 01/2004
Manhattan, NY,
United States

Multimedia Programming | A.A.S. Multimedia Programming and Design **Borough of Manhattan Community College**

- Completed coursework in graphic design and animation, helping to refine visual storytelling skills that elevated project presentations and effectively conveyed messages.
- Collaborated on a multimedia project that integrated video, audio, and graphics, resulting in a polished final product that showcased teamwork and technical proficiency.
- Gained proficiency in programming languages such as HTML, CSS, and JavaScript, which equipped me with the tools to build responsive websites and solve complex coding challenges.

Projects

10/2014 – 03/2025
Jericho, United States

PCH
<https://www.pch.com>

01/2024 – present
Jericho, United States

PCH Rewards
<https://rewards.pch.com>

10/2023 – 10/2024
Jericho, United States

PCH Games
<https://www.pch.com/games>



Projects

10/2022 – 10/2023
Jericho, United States

PCH Slots
<https://www.pch.com/slots>

10/2014 – 10/2016
Jericho, United States

PCH Frontpage
<https://frontpage.pch.com/lottery>

10/2016 – 10/2018
Jericho, United States

PCH Lotto
<https://lotto.pch.com>

10/2018 – 10/2020
Jericho, United States

PCH Surveys
<https://survey.pch.com>

10/2020 – 10/2022
Jericho, United States

PCH Search
<https://search.pch.com>

07/2007 – 08/2014
Brooklyn, NY,
United States

AJ Madison
<https://www.ajmadison.com>



Social Media



Joseph-koonce



MrKoonce



Skills

– CORE

HTML

Semantic HTML

JavaScript

CSS

– FRAMEWORKS & LIBRARIES

Vue.js

Pinia.js

React.js

Node.js

SASS

– STYLING & UI LIBRARIES

Tailwind CSS

Bootstrap

– BUILD TOOLS & VERSION CONTROL

Rollup.js

Webpack

Vite

Git

– PERFORMANCE & OPTIMIZATION

Accessibility

ADA compliance

SEO

Core Web Vitals

– TEAM MANAGEMENT & COLLABORATION

Mentoring

Agile

Scrum

Planning

Communication