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
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, Inertiajs, 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 aNode.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.

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.

Work Experience

- 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 and Design | Associate in Science
BMCC

- 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

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   Storybook

– STYLING & UI LIBRARIES

Tailwind CSS   Bootstrap

– BUILD TOOLS & VERSION CONTROL

Rollup.js   Webpack   Vite   Git

– PERFORMANCE & OPTIMIZATION

Accessibility   ADA compliance   WCAG   SEO

Core Web Vitals

– TEAM MANAGEMENT & COLLABORATION

Mentoring   Agile   Scrum   Planning

Communication