Contact

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Top Skills

Front-End Design
Front-end Coding
Technical Project Leadership

Languages

French (Elementary)

Honors-Awards

Social Tables Chiavaris - The Collaboration Award

Lawrence A. Norton

Technical Lead @ Vestwell | Full Stack Engineering & Team Lead
Kerrville, Texas, United States

Summary

Talented Web development professional with expertise in Typescript, React and Design Systems. I bring a strong focus on creating engaging and accessible interface and applications through collaboration and solid process skills. I'm looking to join an innovative and dynamic team to further develop my skills and contribute to exciting projects.

Experience

Vestwell
Technical Lead
February 2024 - Present (2 years 9 months)
New York City Metropolitan Area

Tech Lead for the Onboarding team at Vestwell, leveraging Nest.js, PostgreSQL, and React to develop scalable, user-friendly solutions. Collaborated with Integration and Business Intelligence teams to streamline processes and enhance functionality while providing technical leadership and fostering team growth.

Kin + Carta
Senior Technical Consultant
2021 - July 2023 (2 years)
Greater Chicago Area

Acted as a thought leader and senior developer in generative AI, championing innovative approaches to create unique and exciting products across platforms

Demonstrated a strong focus on performance and elegant design, utilizing deep knowledge of HTML, CSS, React/Redux, and related frameworks on large scale projects for our clients

Architected fully compositional UIs for React & Next for a number of clients that involved integrating authentication, SEO, CMS and legacy APIs.

Explored new technologies and incorporated emerging best practices into a product demo using Next.js & Google cloud showcasing: Langchain, Pinecone, OpenAI, Bard & Open Source LLMs which was showcased as a partner demo at Google's AI showcase in DC 2023

Mailgun Technologies, Inc

3 years 6 months

Software Developer IV

March 2021 - August 2021 (6 months)

San Antonio, Texas Area

Principal FE Dev: Managed and led the design development team in creating innovative solutions for tracking and managing email analytics and reporting. Fostered a collaborative and productive work environment, empowering team members to contribute their best work.

Redesigned and Implemented a New Application: Successfully led the complete redesign and implementation of a new application for email analytics and reporting. Delivered a user-friendly, SEO optimized interface and improved functionality, enabling customers to effectively track and manage their email data.

Tracked and improved: Post launch multivariate testing & GTA/GTM data tracking and coordination through VWO gave us a 20-50% increase in signups over 6 months.

Simplified Data Presentation: Innovated data visualization and reporting techniques to transform complex analytics into simplified, actionable insights for customers. Enhanced user experience by making data easily accessible and understandable.

Enhanced Customer Satisfaction: Worked closely with stakeholders to understand and align with their needs, leading to the successful delivery of a product that increased customer satisfaction and engagement. Ensured consistent quality and timely delivery of project milestones.

Software Developer III

March 2018 - March 2021 (3 years 1 month)

San Antonio, Texas Metropolitan Area

AKQA

3 years 7 months

Senior Creative Developer/Creative Technologist
November 2014 - March 2018 (3 years 5 months)
Washington D.C. Metro Area

Conceptualized and Executed Innovative Solutions: Worked as a technical architect with designers and project managers to ideate and deliver cutting-edge web and mobile solutions for high-profile clients, including Nike, Verizon, and Delta. Translated creative ideas into fully functional, accessible digital experiences.

Utilized Advanced Technologies: Leveraged technologies such as Next/React/Redux and NoSQL databases to create custom solutions tailored to the unique needs of each project. Employed a dynamic approach, adapting to project-specific requirements and adopting new technologies as needed.

Facilitated Client Satisfaction: Ensured successful execution of projects by closely aligning with data teams & client objectives and consistently delivering high-quality work that met or exceeded client expectations. Maintained a strong focus on client satisfaction and project deliverables.

Fostered Team Collaboration: Worked within small, cross-functional teams to foster a collaborative environment that facilitated open communication, idea-sharing, and problem-solving. Led by example in contributing to a positive, inclusive, and innovative work culture.

Freelance Senior Creative Developer
September 2014 - November 2014 (3 months)

10Pearls
Sr. Developer
October 2013 - March 2014 (6 months)

Sr. Developer working on multiple projects using Node.js, Ruby on Rails, AWS and SMS/SMPP.

Accomplishments:

Push-to-Talk PRIP™ Project:

NII sought to deliver a new web & mobile service allowing businesses to purchase “bulk" prip lines for their existing Google Play mobile customers,

while also connecting customer service centers in Brazil and Mexico to a centralized service. Challenged by language barriers (English, Spanish, and Urdu), an insufficient testing environment, and differing hardware, I was asked to take over as Project Lead and helped identify and roadmap technical development. I proactively coordinated with offshore teams to develop solutions for improving their platform. I further directed developers on the use of specific technologies and codes. Additionally, I designed a virtual private network that effectively coexisted and cooperated with networks in Brazil and Mexico. I created a secure EC2 SMS proxy to Mexican and Brazilian SMS hardware.

Social Tables

Sr. Developer

September 2012 - September 2013 (1 year 1 month)

Sr. Developer in charge of feature development in Node.js, Rails, Knockout.js, SVG.

Accomplishments:

1. Full stack development & release of a mobile check-in application that became a central selling point for our event customers. First to market with swipe to check-in technology. Worked closely with 1 other developer. Received the company award for collaboration for this product. Used by 500+ top locations including Wolftrap, Regan building, Washington Humane Society, Grammys, Webbys, etc.
Project Time: 1.5 weeks start-finish

2. Developed and launched full featured API that was adopted and integrated with 10+ leading companies in the event industry. Critical to signing contract with our largest customers that resulted in $150k in booked revenue
Project Time: 3 weeks initial development, 4 month ongoing management

3. Architected and deployed our entire 5 server stack including all software, server & database administration, optimized product team workflow through integrating automated & integrated versioned deployment systems for our codebase with zero-downtime deployments.
Project Time: 3 Day initial architecture, 1 year ongoing management

4. Lead developer of trust.socialtables.com, a systems uptime site for our customers with integrated metrics from our servers.
Project Time: 2 days start - finish

5. Managed the hiring of 4 engineering interns ranging from high-school to graduate level students including interview, technical tests & mentorship. Co-managed intern projects that lead to the development of a 3D interactive version of our diagramming software, an iOS specific version of my mobile check-in app & the redesign and relaunch of our management dashboards.
Project time: 3 Week round of interviews, 2 month internships

6. Lead front-end developer for the relaunch/rebrand of our consumer facing website. Implemented versioning for our new front-end as well as responsive and cross-browser functionality.
Project Time: 4 days start-finish

HugeFan
Sr. Rails Developer - Co-Founder
October 2011 - August 2012 (11 months)

End-to-end developer for online marketplace. Ruby on Rails, Websockets, HTML5 & Jquery

Accomplishments:

1. Managed a continuous deployment environment with integrated testing on rackspace.
2. Designed and implemented entire backend and front-end of online marketplace with realtime bidding systems and cart system

Environmental News Network
5 years 1 month

VP of Business Development
June 2007 - June 2011 (4 years 1 month)

Online Advertising and PR team leader. Responsible for coordinating national advertising campaigns including deployment, tracking and reporting.

Owner/Publisher
June 2006 - March 2009 (2 years 10 months)

Worked as Publisher for ENN(www.enn.com) choosing online stories and handling a press list and advertising campaigns for about 200 clients.

HoneyCorp
Consultant
October 2010 - March 2011 (6 months)

HoneyCorp is a technology think-tank that creates innovative interactive media. We build products with inherent value that enhance the way society connects with a technological world.

Ruby on Rails Developer. Sales and Accounts.

The Event Photography Group
Marketing Consultant
May 2010 - September 2010 (5 months)

Social Media and Marketing Consulting for Event Photography Group: MarathonFoto

Press Stepthens Outfitters
Executive Chef and Tour Guide
May 2003 - June 2005 (2 years 2 months)

Worked as a chef and tour guide for a eco-friendly horse trip and outfitting company in Wyoming.

*Head of purchasing and meal planning for all our guided trips
*Helped create low-impact methods for tour operations and horse management
* guided 1-2 week tours on horseback in National Forest and Parks
* Created marketing materials and customer feedback programs for our operation.

Hypermedia Teaching Facility
Programmer/Designer
January 1998 - May 2000 (2 years 5 months)

I worked full time for the Hypermedia Lab at MIT from '98-'00 as a program designer and client liaison on their distance and interactive learning programs.

We helped put together some of the very first interactive online college applications for the 5 major universities in Boston, Interactive Museum Exhibits, and Corporate training programs for our business clients.

* Created interactive video tutors for science labs and physics professors

* Worked with a team to help create better methodologies and benchmarking for online testing.
*worked on streaming video of classroom lectures,speeches and events onto the internet.

Education

Massachusetts Institute of Technology

-, Programming, Writing and Humanisitic Studies · (1998 - 2000)

College of the Atlantic

Bachelor of Arts (B.A.), Human Ecology · (2000 - 2003)