Elena Vasquez-Hartmann

Senior Web Developer, Ecommerce Platform | Web Developer | Junior Web Developer

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PROFESSIONAL SUMMARY

Senior full-stack web developer with 11 years building ecommerce and content platforms. Leads web platform work for an online retailer, owning storefront performance, the component library and integrations with commerce and content systems.

PROFESSIONAL EXPERIENCE

Senior Web Developer, Ecommerce Platform

Apr 2020 — Present

Cascade Trail Outfitters · Portland, OR

- Led the move from a monolithic storefront to a headless Next.js site with a commerce API, improving page speed scores and simplifying seasonal campaign launches.
- Built and maintain a shared React component library with design, used across the storefront, landing pages and email templates.
- Worked with the SEO team on structured data, faster category pages and clean URL migrations, protecting search traffic during the platform change.
- Mentor four web developers through code reviews and pairing, and set up Playwright tests that catch checkout regressions before release.

Web Developer

Jan 2016 — Mar 2020

Willamette Media Group · Portland, OR

- Developed news and magazine websites on Drupal and React, handling traffic spikes during breaking news with caching and a content delivery network.
- Built a paywall and subscription flow integrated with the billing provider, working with the product team on testing pricing pages.
- Introduced automated accessibility checks in the build pipeline and trained editors on accessible content practices.

Junior Web Developer

Jun 2014 — Dec 2015

Rose City Web Studio · Portland, OR

- Built WordPress sites and custom themes for small business clients, from design handoff to launch and training.
- Maintained client sites, applying updates and security fixes and resolving hosting issues reported by clients.

EDUCATION

BS, Computer Information Systems — Pacific Northwest State University *2014*

SKILLS

Technical: TypeScript, React, Next.js, Node.js, GraphQL, Headless commerce, Web performance, Accessibility, Design systems, PostgreSQL, AWS, Technical leadership

Certifications: AWS Certified Developer – Associate