

Kyle Jackson

Front End Web Developer

www.kylejackson.dev - kylewalkerjackson@gmail.com - [/in/kylewalkerjackson/](https://in/kylewalkerjackson/) - 682.438.1847

Creative and detail-oriented Front End Developer in Dallas/Fort-Worth with over 5 years of experience in e-commerce and UI development. Skilled in HTML, CSS/SCSS, JavaScript, and cross-functional collaboration. Adept at adapting to shifting business needs and scaling design systems across enterprise platforms. Currently expanding proficiency in React and component-driven development using Storybook. Passionate about building accessible, performant, and user-focused web experiences.

Skills

- **Languages:** HTML5, CSS3, SCSS, JavaScript (ES6+)
- **Frameworks & Tools:** Salesforce Commerce Cloud (SFRA), Storybook, React, Bootstrap, jQuery
- **Version Control & Workflow:** Git, GitHub, Bitbucket, Agile, Scrum, Kanban, Jira
- **Graphic Design & Prototyping:** Figma, Adobe Photoshop
- **Testing & Analytics:** A/B Testing, Google Analytics, Quantum Metric, Monetate

Experience

Sally Beauty Holdings — Denton, TX [Work Portolfoo](#)

Sr. Front End Developer / Team Lead, Mar 2023 - Jul 2025

- Led a team of front end developers supporting multiple retail sites within Salesforce Commerce Cloud.
- Introduced and implemented Kanban workflow to improve planning and team visibility.
- Served as Scrum Master, facilitating standups and cross-team communication.
- Partnered with marketing and product teams to build scalable UI components and execute digital campaigns.
- Utilized analytics and A/B testing to drive UI improvements and optimize conversion.
- Mentored junior developers, fostering growth in technical skillsets and agile collaboration.
- Explored component-driven design with Storybook to improve design system cohesion.

Sr. Software Engineer, Dec 2021 - Mar 2023

- Developed front-end features within Salesforce Commerce Cloud for a global e-commerce site.
- Delivered functionality for Klarna payment integration, 2-Hour Delivery, and promotional modules.
- Collaborated across engineering, QA, and business teams to ensure high-performing, accessible web experiences.
- Translated Figma designs into responsive, mobile-optimized components using SCSS and JavaScript.

Digital Content Administrator / Front End Developer, Nov 2019 - Dec 2021

- Maintained and deployed custom HTML/SCSS/JavaScript templates for large-scale content rollouts.
- Scheduled site-wide content changes via SFCC Business Manager and custom scripting.
- Partnered with marketing and merchandising to support launches and promotions across all digital touchpoints.
- Utilized analytics platforms to identify opportunities and validate A/B test outcomes.

Education

Bachelor of Arts in Radio, Television, and Film (English Minor) - University of North Texas, 2015 - 2018

Certifications

- JavaScript Algorithms and Data Structures – freeCodeCamp
- B2C Commerce Developer with SFRA – Salesforce Trailhead
- Web Developer Bootcamp – Udemy