

# Joe Tranchita

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I am a front-end development and digital experience manager for a Fortune 100 company's multibillion dollar website. I excel at building websites and crafting inclusive experiences for digital initiatives.

## Experience

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### **Associate Manager, Digital (2021 - Present) | Digital Front-End Developer II-IV (2015 - 2021)**

*Progressive Insurance | December 2015 - Present*

- Manage a 2-person team of developers who support business objectives and platform needs by assigning and executing projects.
- Prioritized WCAG compliancy to aid in customer retention and inclusivity, saving 5x the cost of attracting new ones.
- Architect solutions for continued maintenance and site performance via automated QA tests, CDNs, Version Control, CMS integration, modernizing JavaScript frameworks, and schema markup.
- Took a lead role in building the Quote Start overlay (core online sales component) which houses 40+ products for customers, supporting the overall business justification for the platform.
- Owned CMS launch phase for 300+ content pages boosting search and featured snippets rankings, driving 18.6M visits a month with an average of 5.43 pages per visit.
- Updated site search to use Bing's Custom Search API and engineered a solution reducing technical debt and cost by paginating 1 collection for search results.
- Seized opportunities for continued learning programs every 3-6 months via external or internal offerings.

### **Digital properties maintained**

[Progressive.com](http://Progressive.com) | [ProgressiveCommercial.com](http://ProgressiveCommercial.com) | [Answers](http://Answers) | [Life Lanes](http://LifeLanes) | [Design.Progressive.com](http://Design.Progressive.com)

### **Dir., Interface Design (2015) | Creative Technologist (2014 - 2015) | Lead Support Engineer (2011 - 2014)**

*Futuri Media | January 2011 - December 2015*

- Envisioned new features and designs to create unique product experiences while helping search for and hire well qualified talent needed to finish line projects.
- Pivotal member of team which designed and developed the front-end of each new project.
- Built scalable mobile/web applications using various technology stacks for broadcasters in 5+ countries.
- Solved technical bugs and feature requests with a high level of both speed and accuracy.
- Learned the effort involved to take a start-up from three employees to a team of 40+ in five years.
- Innovated ways to keep the radio and TV broadcasting experience fresh with new perspectives.

## Education

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### **Full Sail University**

*Bachelor of Science, Web Design & Development | February 2009 - November 2010*

**PerfMatters | LevelAccess Accessibility Workshop | THAT Conference | Midwest UX | An Event Apart**

## Passion Projects

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**Paradiso Climbing Co-op** | Former board member and contractor, helped to bring the gym to life from crowdfunding and owning digital presence to grand opening on a budget.

**Charged Outlets LTD** | Invented a company by handcrafting charging stations sold at local markets which provided customers a fun and creative way to charge their favorite devices.

*US Patent 62/343,967*

