

JUSTIN LAWSON

MANAGER & ENGINEER

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jaglawson3.com

(303) 253 - 2025

1000 Stanley Ct. Erie, CO

Results-driven technologist with extensive experience in building scalable applications and design systems. With nearly a decade of experience across startups and large enterprises, I have experiences in ad-tech and financial verticals. My background in full-stack development, along with a bachelor's in design, and master's in psychology, give me a unique blend of creativity and technical skill. As a dedicated philomath, I'm passionate about learning, crafting thoughtful digital products and building powerful team culture. I have management experience, but my core focus is making applications useful and pleasing.

EXPERIENCE

TEAM LEADER / ROCKET MORTGAGE

2023 - 2024

- Led a team of 6 data & experimentation engineers, mentoring and establishing growth paths.
- Collaborated with 15 product teams in A/B testing for UI improvements, enhancing customer engagement.
- Oversaw data analytics strategy for product development and customer insights.
- Recruited data engineers and streamlined on-call protocols for efficient incident response.
- Directed deployment schedules, accelerating reliable releases.
- Drove cross-functional collaboration with engineers, PMs, and analysts.
- Launched a new framework for knowledge sharing, promoting team learning.

TEAM LEADER / ROCKET CENTRAL

2023

- Led a team of 7 full-stack engineers on a customer-facing product that increased user engagement via a home-buying exploration tool.
- Streamlined sprint planning and prioritization to ensure on-time delivery and maintain project efficiency.
- Mentored engineers at all levels, fostering technical growth and career progression from associate to senior roles.
- Aided team members through work visa processes, ensuring compliance and minimizing employment disruptions.
- Managed critical technical incidents, driving swift resolution and minimizing business impact.
- Designed intuitive UIs that simplified complex financial data, enhancing user experience and product accessibility.

SOFTWARE ENGINEERING MANAGER / CHOOZLE

2021 - 2022

- Led a high-performing, inclusive team of 7 engineers (Data, Software, QA) in hybrid teams across onsite and remote settings.
- Redesigned SDLC for 3 cross-functional teams and 2 platforms, optimizing workflows.
- Developed career ladders for 10 roles across 2 domains, enabling structured growth.
- Organized off-sites and team-building activities to enhance cohesion.
- Served as manager for key value streams, including User Activation and Legacy Platform.
- Led hiring for 12 roles, ranging from individual contributors to director-level positions.
- Collaborated with Principal Engineers, SMEs, POs and leadership to drive cross-functional alignment.
- Created a structured onboarding process (1/30/60/90-day docs) for seamless integration.
- Directed production teams during bridge calls, ensuring efficient resolution of service outages.

TECHNICAL

- CSS, HTML, JS, NoSQL, SQL, PHP, Python, YAML
- Node, React, Typescript, Next.js, Angular, CakePHP
- Apollo GraphQL, Redux, Context
- Chart.js, D3
- Firestore
- Algolia, ElasticSearch
- Cypress, Data Dog, Enzyme, Jest
- AWS, GCP
- Tailwind, SASS, SCSS, styled-components
- Material UI, Semantic UI, Foundation, Bootstrap
- Linux, Bash
- Docker
- Looker
- Adobe Launch, Adobe Data Collection

LEADERSHIP

- Technical Project Management
- Technical Leadership
- 1:1 s & Performance evaluations
- Career Ladders
- Hiring
- DEI Committee
- Agile & Scrum Experience
- SDLC Design
- Process Design
- Sprint metrics
- Mentoring and Coaching
- Motivational Interviewing & NVC
- Developer Education
- Technical and user story writing
- Design Systems & Design Sprints
- OKRs
- Hackathon Team Leader
- Company Culture Committee

EDUCATION

CERT

FULLSTACK
Galvanize

MA

PSYCHOLOGY/ ART THERAPY
Naropa University

BFA

ART & DESIGN
Iowa State University

LEAD UI ENGINEER / CHOOZLE 2021

- Led cross-functional teams through iterative cycles, ensuring alignment on project goals and timely delivery.
- Directed frontend technical strategy, contributing to both legacy and greenfield projects.
- Consulted on roadmaps, estimation, and planning to optimize delivery and resources.
- Mentored junior developers, fostering growth through technical guidance and collaboration.
- Delivered brown bag lunches, tech talks, and chaired role groups to enhance team knowledge sharing and skill development.
- Contributed to hiring initiatives, helping shape a high-performing engineering team.
- Developed key features using PHP, JavaScript, TypeScript, and React, delivering high-quality, user-centric solutions.
- Guided direction on interface design, driving adoption of design systems for consistent user experiences.
- Created experimental POCs for data visualization and creative asset analysis, driving innovation within the team.

UI ENGINEER / CHOOZLE 2016 - 2021

- Created a custom in-house design system with 120+ reusable React + TypeScript UI components, ensuring full test coverage and accessibility, which accelerated front-end development by 20%.
- Optimized styling approach, reducing CSS file size by ~19,000 lines, resulting in improved load times and maintainability.
- Designed HTML email templates that boosted click-through rates (CTR) by ~25%, enhancing marketing campaign performance.
- Developed key features for two programmatic ad-buying platforms, improving ad targeting and campaign efficiency.
- Delivered a diverse set of high-impact projects, including:
 - Semantically colored drag-and-drop bid scheduling tool for enhanced user experience.
 - Real-time bidding (RTB) targeting interfaces for optimized ad delivery.
 - Creative asset manager to streamline ad content management.
 - Conditional drag-and-drop audience builders for dynamic ad targeting.
 - PDF generation interface for ad spend ROI reporting.
- Designed and implemented custom data visualization dashboards, providing actionable insights for data-driven decision-making.

FRONTEND CONTRACTOR / ROBERT HALF 2016

- Assisted client companies in application and web development in variety of tech stacks.
- Formalized product requirements documentation processes.
- Collaborated across various departments and stakeholders to achieve project goals for a number of companies.
- Worked remotely and in-person to navigate design requirements across projects in JS and PHP.
- Developed hi-resolution mockups with Sketch, HTML/CSS and preliminary UI concepts with hand drawn illustrations.

AWARDS

Everyday Hero Award (3 times)
MHP

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