

BUBBA GODINET

Lead Full Stack Engineer | AI Product Development | Team Collaboration | Quality Assurance

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📍 Lehi, UT



EXPERIENCE

Senior Full Stack Engineer

WisdomTree Asset Management

📅 2025 - Present 📍 Remote

- End-to-end migration from Sitecore to a modern stack using Next.js and Sanity, standing up new backend and frontend infrastructure for WisdomTree's web properties.
- Built scalable content models and editorial workflows in Sanity, enabling structured content, versioning, and secure role-based access.
- Implemented Playwright end-to-end coverage and React component tests to harden critical user journeys, authentication, and data views.
- Engineered aggressive caching strategies (static generation, ISR, CDN edge caching) to minimize latency and improve perceived performance globally.
- Delivered full localization/internationalization support across 12+ languages, including routing, locale fallback, and translated content pipelines.
- Integrated real-time fund and asset data into pages and components, ensuring consistent schema, validation, and resilient data fetching.
- Developed secure investor and non-investor authentication flows with role-based dashboards and permissions for differentiated data access.

Lead Software Engineer

Vasion

📅 11/2022 - Present 📍 (Remote)

- Developed, enhanced, and managed two enterprise SaaS Wordpress and Gatsby marketing platforms and then rebuilt again using Next.js and Storyblok, increasing performance scores by 60% and SEO traffic by 35%
- Designed a scalable component library adopted across 2+ internal products
- Collaborated with product, design, and marketing to align dev strategy with business goals
- Mentored junior and senior engineers and guided adoption of frontend best practices and helped them foster company values

Frontend Developer

Reform Collective

📅 01/2022 - 11/2022 📍 Saratoga Springs, UT

- Developed 5+ award-winning marketing sites with advanced animation (GSAP, ThreeJS) and Styled Components, earning Awwwards and CSSDA honors
- Converted detailed Figma prototypes into performant, responsive production code
- Delivered high-conversion experiences for Web3, AI, and insurance clients
- Integrated Contentful CMS into React/Gatsby codebases

Freelance Software Developer

Self-employed

📅 12/2021 - Present 📍 Remote

- Designed and built a full-stack portfolio site for a local entrepreneur using React and Styled Components
- Completed personal and coursework-based projects focused on frontend architecture, TypeScript, and state management
- Self-studied data structures, algorithms, and scalable UI systems
- Managed timelines, communications, and delivery independently
- Worked on various small independent sites

PROFESSIONAL SUMMARY

Lead Full Stack Engineer with a strong track record of designing and delivering scalable, high-performance web platforms across modern React/Next.js ecosystems. Passionate about crafting intuitive, visually engaging user experiences that balance performance, usability, and clean design with robust engineering.

Experienced in owning end-to-end system architecture, driving large-scale migrations, and building component-driven, data-informed systems that empower both users and internal teams. Skilled in developing **automated workflows and intelligent systems**, integrating APIs and third-party services to enable real-time data experiences, personalization, and operational efficiency.

Leverage **AI-assisted development and emerging AI integrations** to accelerate delivery and enhance product capabilities, with a focus on building flexible, extensible architectures that support **composable and MCP-style integrations** across distributed platforms.

Known for combining design sensibility with technical depth and product thinking—translating complex requirements into performant, maintainable systems that drive meaningful user and business impact.

PROJECTS CONTINUED

Vasion/Printerlogic

📅 2022 - Present 📍 Remote

🌐 vasion.com

Led the full-stack rebuild and unification of two independent websites—Vasion and PrinterLogic—into a single, scalable, high-performance platform. Migrated from WordPress and Gatsby/Netlify to a modern tech stack using Next.js/Vercel, Storyblok, Styled Components, and TypeScript. Re-architected the codebase for reusability and maintainability, collaborated on the Figma design system, and created a reusable component library. Integrated Marketo and LeanData for demo scheduling, enabled full CMS access for the marketing team, and led internationalization efforts for native German and French versions.

- Increased site performance by **60%** and boosted SEO health by fixing **3,000+ issues**
- Improved demo conversions by **30%**, with **100%+ demo attainment in EMEA**
- Empowered marketing team to manage content autonomously, reducing dev dependency
- Delivered a custom **PDF ROI calculator** tool that enhanced demo quality and sales conversations
- Successfully localized content to support targeted growth in French and German markets
- Maintained security with OAUTH and JWT for API authentication. OKTA single sign on integration for security
- Through Google Analytics and web strategy generated a full sitemap for English, German, and French. Aligned all canonical and Href lang to allow for smooth indexing on Google for all 3 languages.

EXPERIENCE

Account Executive

Thumbtack

📅 2020 - 2022 📍 Remote

Work with local professionals to grow their business and gain a customer base or grow their current customer base.

Specialize in negotiations and overcoming objectives to get them with a consultant in order to help them grow their business according to our planning and their goals.

SEO Consultant & Sales Support

Various Roles

📅 2020 - 2022 📍 Lehi, UT

Senior Full Stack Engineer

WisdomTree Asset Management

📅 2025 📍 Location

FIND ME ONLINE



LinkedIn

[linkedin.com/in/bubba-godinet-5a7113177](https://www.linkedin.com/in/bubba-godinet-5a7113177)



Portfolio

thedevstudio.co



GitHub

github.com/BubbaGodinet

SKILLS

React	Next.js	Gatsby	TypeScript	JavaScript
HTML	CSS	Tailwind	Styled Components	GSAP
Framer Motion	Figma	Three.js	React Three Fiber	
Storyblok	Contentful	GraphQL	REST	Netlify
Vercel	Git	Postgres SQL	WordPress	Node.js
Webpack	Python	React Native	AWS	MUI
JAMstack	SSR/SSG	Headless	Sanity.io	CI/CD
VWO	CRO	A/B Testing		

AWARDS & RECOGNITION



Performance Improvement Initiative

Increased performance scores by 60% through modern responsive design implementations on SaaS platforms.



Award-Winning Design Collaboration

Collaborated with design teams resulting in 5+ award-winning sites recognized for modern responsive design.



Scalable Design System Creation

Developed scalable component library that improved design consistency across 2+ products using modern responsive design.

PROJECTS CONTINUED

Boost Insurance

📅 2022 📍 Remote

🔗 boostinsurance.com

Served as lead developer for Boost Insurance's net-new marketing site, guiding the entire project scope from architecture to animation. Collaborated with two other developers while owning over 50% of the site's code. Spearheaded design decisions and implemented advanced UI animations using GSAP and TypeScript. Built with Gatsby, Contentful, and Netlify to deliver a fast, scalable, and easily editable platform for the marketing team. Worked with GraphQL APIs and dynamic content models for performant and flexible data delivery.

- Delivered a fully responsive, SEO-optimized site with a **Lighthouse performance score of 90+**
- Elevated the company's brand through refined UI/UX and interactive animations
- Dramatically improved mobile performance and SEO visibility
- Helped establish a reusable and scalable codebase for future growth

Galileo

📅 2022 📍 Remote

🔗 galileo-ft.com

Served as secondary lead developer on a full-site rebuild from scratch, contributing over 40% of the codebase. Developed a component-driven architecture using TypeScript and React, with reusable props for scalability. Integrated Contentful CMS and HubSpot forms to streamline content and lead capture. Applied GSAP for polished, interactive animations that elevate the user experience. Worked with GraphQL APIs and dynamic content models for performant and flexible data delivery.

- Redesigned site structure and content layout clarified Galileo's role in embedded finance and emphasized its value proposition
- Intuitive navigation and featured customer stories improved credibility and engagement
- New office tour video, improved job filters, and expanded benefits information attracted quality talent
- Created a more compelling site that supports product storytelling, customer acquisition, and hiring goals.

RRE

📅 2022 📍 Remote

🔗 rre.com

Led frontend performance optimization for RRE Ventures' website, focusing on enhancing mobile responsiveness and technical performance. Applied advanced full-stack engineering practices to refactor code, optimize asset loading, and implement lazy-loading and minification strategies. Achieved a Lighthouse performance benchmark of **90+**, ensuring SEO-friendly, accessible, and mobile-ready design.

- Secured coveted **Site of the Day** recognition from Awwwards (including Developer Award and CSSDA recognition) by delivering a fast, polished, and visually appealing experience
- Enhanced mobile usability and SEO, driving improved organic engagement and user retention

Hume

📅 2022 📍 Remote

🔗 <https://thehumeinitiative.org/>

Developed an immersive, animation-rich marketing site for Hume AI using **JavaScript**, **Three.js**, and **Intersection Observer API**. Focused on delivering interactive, scroll-triggered 3D animations while keeping the site performant and scalable for future page builds. Built reusable components and optimized rendering logic to ensure smooth cross-device experience and fast load times, while enabling easy content expansion.

- Delivered a dynamic and performant **3D web experience** that elevates the brand's cutting-edge positioning
- Built scalable frontend architecture to support **new page creation** without rework
- Used **Three.js** and **Intersection Observer** to craft smooth, visually rich scroll-based animations