

Jake Rutter

Hands-on Digital Technology Leader

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Summary

Jake Rutter is a digital experience leader with expertise in front-end engineering, digital marketing, and user experience. He has led cross-functional teams to accelerate digital transformation, enhance quality through automation, and improve operational efficiency. Specializing in eCommerce and subscription-based sites, Jake is dedicated to coaching and team growth. He is also the author of a jQuery book and has implemented key content management and web optimization solutions. Jake aims to drive innovation and digital excellence.

Professional Experience

Director, Global Engineering, Front-end

October 2022 - October 2024

VF Corporation, Denver, CO - Remote

- Oversaw and coordinated a team of 22 front-end engineers across North America and Europe, transitioning developers from siloed operations to a cohesive unit supporting the eCommerce DTC websites of high-profile brands, including The North Face, Vans, Timberland, Eastpak, Jansport, Kipling, Napapijri, Smartwool, Altra, Icebreaker and Dickies.
- Directed and managed content migration efforts for the three major brands (The North Face, Vans, and Timberland) to Salesforce Commerce Cloud and Nuxt3 front-end across eight languages and 24 locales through two product teams, ensuring timely delivery within budget.
- Delivered two high-priority projects in preparation for Peak 2023, including the Vans.com redesign on a legacy NuxtJS 2 codebase and the implementation of a simplified design system for The North Face homepage, empowering the content team to create flexible homepage layouts and enhancing business agility and user experience.

VP, Global Front End Engineering

April 2022 - October 2022

Direct Wines, Reading, UK - Remote

- Designed a new front-end architecture, transitioning 20 websites from a monolithic JSP stack to a NextJS mono repo stack with CommerceTools microservice backend, reducing developer workflow friction and improving scalability.
- Led a multi-year, multi-region initiative to enhance content management across digital properties by implementing a Headless CMS (Contentful), reducing time to market from 6 weeks to 2 weeks and driving significant cost savings through streamlined processes.
- Established a framework for developer collaboration and application development across geographically dispersed teams in India, the UK, Australia, and the US, ensuring consistent guidelines, standards, and unified development processes.
- Collaborated effectively with C-level executives and board members in the US, UK, and AU to understand business requirements, define roadmaps, and implement solutions through multiple product teams.

VP, Digital User Experience

June 2020 - October 2022

Direct Wines, Norwalk, CT - Hybrid

- Executed a strategic DTC roadmap to continually enhance website customer experiences, drive revenue, and reduce costs for a DTC wine subscription business through a cross-functional team supporting the needs of acquisition and retention departments.
- Recognizing the need for a more efficient approach, I developed and implemented a digital optimization workstream. Using Optimizely, I led the design and deployment of tests to validate key hypotheses before investing in full-scale builds. This strategy optimized resource use and resulted in significant conversion increases, delivering measurable value to the business.
- Delivered a streamlined checkout process built with ReactJS utilizing qualitative research to drive decisions, built on reactjs using a design system, resulting in a 9% year-over-year increase in conversions that utilized a design system to accelerate implementation and improve development velocity.
- Implemented online cancellation functionality for wine club subscriptions, significantly reducing call center volume. Introduced a Cancel/Save flow, resulting in a 10% customer retention rate.

Director, Digital Technology

January 2014 - July 2020

Direct Wines, Norwalk, CT

- Implemented agile delivery processes focused on front-end changes, increasing the velocity of releases by 66% and driving faster updates to support marketing goals and revenue growth.
- Led a digital transformation project, implementing REST APIs to enable front-end teams to launch and test new features and improvements faster using client-side technologies such as AngularJS.
- Pioneered the design and development of mobile apps available in US and UK app stores, utilizing the Appcelerator Hybrid JavaScript framework and leveraging the team's existing knowledge of JavaScript.
- Collaborated with the US CEO and Group IT CIO to implement an eCommerce strategy for two markets (US and AU), incorporating digital initiatives such as personalization, mobile strategy, website optimization, and A/B testing to improve conversion rates.
- Designed and implemented a Data Layer strategy across 12 websites, integrating with third-party platforms to enable accurate analysis of marketing campaign success.

Interactive Director

December 2010 - December 2013

Direct Wines, Norwalk, CT

- Recruited, hired, and managed a team of five (two senior web designers, two junior web designers, and one front-end developer) to design, build, and maintain four white-label eCommerce websites, resulting in improved user experience and increased sales.
- Spearheaded architectural decisions for the front-end on the Oracle ATG eCommerce platform, collaborating with front-end teams in the UK and AU offices to ensure seamless integration and optimal performance.
- Developed and executed a mobile website strategy, designing and building eight mobile websites for the US, AU, and HK markets, utilizing the Mobify Adaptive solution and effectively managing vendor relationships.
- Designed and built the front-end architecture for internal customer service applications, enabling customer service agents in all markets (US, UK, and AU) to utilize web components across internal and customer-facing apps, improving efficiency and consistency.
- Established an internal QA team to implement automated and manual release testing, ensuring the highest project quality and minimizing errors and issues.

Senior Web Designer and Developer

April 2009 - December 2010

Direct Wines, Norwalk, CT

- Led the successful implementation of a new front-end for four eCommerce websites, facilitating the migration from a .Net legacy platform to a Java-based ATG eCommerce platform in collaboration with Infosys, an India-based implementation partner.
- Streamlined the marketing request process by setting up and managing a customized project management tool, fogbugz.com, resulting in improved efficiency and communication between the marketing and web teams.
- Collaborated with Marketing, Operations, and Legal stakeholders to design and develop white-label websites, supporting the overall roadmap and business objectives.
- Implemented responsive web design principles, ensuring optimal performance and compatibility across various devices and screen sizes.
- Conducted thorough testing and debugging of websites to identify and resolve any issues, ensuring a seamless and error-free user experience.

Senior Web Designer and Developer

September 2008 - March 2009

RemoTV, New Haven, CT

- Redesigned web applications and improved user interface using JavaScript, CSS, XHTML, and XSLT, resulting in a 20% increase in user engagement and a 15% decrease in bounce rate.
- Implemented social media marketing campaigns to increase product awareness, resulting in a 30% increase in website traffic and a 10% growth in customer acquisition.
- Collaborated with cross-functional teams to gather requirements and ensure the successful implementation of web design and development projects.

Previous Experience

Principal, Web Designer and Developer - Rutter Interactive - 2002-2014

Led a decade-long freelance venture, providing web solutions to local businesses specializing in web design, development, newsletter integration, and marketing strategies for small to mid-sized companies on WordPress, Magento and ExpressionEngine.

Web Designer / Developer - Various Companies - 2003 - 2008

Worked as a Web Designer and Developer for various digital marketing and eCommerce companies and agencies based in CT/NYC.

- *Priceline* - 2008
- *FanBoom.com* - 2007- 2008
- *LifeMed Media* - 2005 - 2007
- *JupiterMedia* - 2004 - 2005
- *MusiKube* - 2003 - 2004
- *Sellsonic.com* - 2003

Publications

Various Articles in Web Designer Magazine

July 2012

Web Designer Magazine, Oct. 2011, January 2012, July 2012

Smashing jQuery, John Wiley and Sons

January 2011

Authored a book on jQuery published in 2011 by John Wiley and Sons, available online at Amazon.com

Education

Engineering Leadership Peer Group

June 2024 - Present

Engineering Leadership Community

1 year program meeting with other engineering leaders to share experiences and learn.

Technology Leadership Certificate

January 2022 - September 2022

Cornell College of Engineering

Bachelor of Science - Visual Communications

2005 - 2007

Westwood College of Technology Online, Denver, CO

Overall GPA 3.8 - Dean's List All Semesters

A.A.S Web Design and Management

2001 - 2003

Champlain College, Burlington, VT

Dean's List Award Spring Semester 2002; GPA 3.6

Core Competencies

Digital Transformation & Strategy, Technical Leadership & Team Building, Process Optimization & Continuous Improvement, Agile Delivery & Project Management, User Experience & Journey Mapping, Quality Assurance & Performance Metrics

Technical Skills

- **Programming & Development:** HTML, CSS, Sass, JS, TypeScript, NextJS, ReactJS, VueJS, AngularJS, NodeJS, PHP, JSP
- **Architecture & Frameworks:** Microservices, Headless, MACH, JamStack, Single Page Applications (SPA), Model-View-Controller (MVC), Progressive Web Apps (PWA), Static Site Generation (SSG), Micro-Front Ends, REST, GraphQL
- **Build & Testing Tools:** Webpack, Babel, Cypress, StoryBook, Electron, TailwindCSS

Platforms & Software

- **Content Management & E-commerce:** Contentful, Optimizely, Shopify, Oracle Commerce, Salesforce CC, Bronto
- **Experience & Analytics:** Adobe Experience Platform, Adobe Creative Suite, FullStory, ContentSquare, Speedcurve, Google Analytics, Google Tag Manager, Lighthouse
- **Collaboration & Productivity:** Miro, Figma, StoryBookJS, Notion, Airtable, JIRA, Trello
- **Version Control & Deployment:** GIT, Jenkins, RunDeck, Netlify, AWS