

Will Ayers

FRONTEND ENGINEER ARCHITECT

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PROFILE / 01

Frontend engineering leader with 15+ years of experience building web products, leading teams, and working across design and engineering. Focused on clear interfaces, resilient product systems, frontend architecture, and hands-on technical direction.

CORE CAPABILITIES / 02

01 / TypeScript	02 / JavaScript	03 / React
04 / React Router	05 / Node.js	06 / AWS / SST
07 / Prisma	08 / Design systems	09 / Frontend architecture
10 / Product systems	11 / Technical leadership	12 / AI product tooling

PROFESSIONAL EXPERIENCE / 03

Senior Web Development Manager

August 2024 – Present

1-800Accountant

- Lead frontend architecture and technical direction across the company's core marketing site, conversion funnels, and microsite platform while establishing shared testing, CI, performance, SEO, and release standards.
- Manage and mentor developers by giving them ownership, removing blockers, and coaching them through planning and architecture decisions.
- Architected an AI-assisted development and deployment system that enables non-developers to build and launch microsites through a controlled workflow.
- Guided the delivery of conversion, checkout, payment, analytics, and Salesforce systems spanning multiple products and teams.

Freelance & Contract Work

June 2023 – August 2024

Ayers Media LLC

- Building Landing Pages and Full Websites for clients via private contracts.
- Web3 contract work on Solana Blockchain for NFT & Crypto Projects
- Built a Web3 roll based idle game on Solana Blockchain

Software Engineer Architect

July 2019 – June 2023

Policy Scout

- Used Node and AWS to construct call center dial in/out user leads and scripts.
- Developed a call center lead import system in NodeJS Serverless to manage user data in DynamoDB, ensuring automatic updates from multiple data sources.
- Designed & Coded an interface for call center agents to interact with and manage leads from users, facilitating automatic data updates based on call information.
- Utilized GatsbyJS to develop a lead generator website for each insurance vertical companion site.

Senior Software Engineer II

February 2015 – July 2019

Endurance / Bluehost

- Lead a FE team with the project of rebuilding Mojo Marketplace using ReactJS and SSR.
- As team lead I provided guidance and actively participated in the development of dynamic systems within BlueHost.
- Managed a group of developers outside of the team I lead.

Lead Frontend Engineer

May 2013 – February 2015

Mojo Marketplace

- Lead on all things frontend on Mojo Marketplace building out massive user base features on both the FE & BE side.
- Created a drag-n-drop interactive live preview page builder for sellers products.

Partner & Lead Frontend Engineer

May 2006 – February 2015

Motive Media LLC

- Built custom website for clients, many of them hotels, using both in-house built CMS and WordPress.
- Built a custom PHP CMS and MVC framework for client websites to manage their content.

EDUCATION / 04

Associate Degree in Digital Arts & Design

Full Sail University · Orlando, Florida