

Jeremy Helms

Digital Production Technologist | Freeport, Florida, United States
850 499 6229 | digitaljhelms@gmail.com | www.linkedin.com/in/digitaljhelms

SUMMARY

Experienced technology leader focused on building modern digital systems — and the teams needed to deliver them. I specialize in practical engineering leadership, front-end development, API integration, enterprise CMS and commerce platforms, CI/CD workflows, and scalable architecture. I've managed and mentored developers and technology leads, helped cultivate stronger engineering teams, and played a principal role in delivering solutions for global brands including BMW, Taco Bell, Movado, PUMA, LG Electronics, Levi's, Home Depot, The North Face, and others.

I'm at my best in the "messy middle" — where legacy systems, modern platforms, team dynamics, and real-world constraints collide. That's where clear thinking, strong engineering fundamentals, practical mentorship, and ownership matter most.

CORE SKILLS

New business & pitch support, RFP response, technical scoping, delivery planning, LOE estimation, vendor & partner evaluation, team building & leadership, mentorship & career development, cross-discipline collaboration, front-end development (JavaScript ES6, Sass, CSS3), API integration, enterprise CMS (Adobe Experience Manager), commerce platforms (Demandware, Hybris), martech & marketing science platform integration, CI/CD workflows, build tooling, web accessibility, web performance, and AI-assisted delivery practices — end-to-end, zero-to-one, full-lifecycle delivery

EXPERIENCE

Critical Mass | 8 years 7 months

Senior Technology Director | November 2025 – June 2026 (8 months)

Helped lead engineering vision, platform strategy, and delivery for large-scale digital ecosystems — translating complex business needs into scalable, high-performance experiences that could be supported and evolved over time.

I operated at the intersection of architecture, delivery, infrastructure, and team leadership, helping align technical roadmaps, development practices, staffing needs, and operational priorities across internal teams, clients, and global stakeholders.

- Helped shape long-term technology roadmaps across enterprise digital platforms, aligning architecture, infrastructure, delivery frameworks, and business outcomes.
- Provided senior technical direction across platform modernization, performance, accessibility, CI/CD, release planning, documentation, and production support.
- Partnered with technical leads, delivery leaders, QA, operations, and client stakeholders to evaluate technical risk, scope complex work, and support reliable execution.
- Managed and supported direct reports across technology roles, providing technical guidance, performance feedback, growth support, and day-to-day leadership.
- Helped strengthen the engineering team by identifying skill gaps, improving knowledge sharing, encouraging practical standards, and ensuring the right technical leadership was in place for complex account work.
- Balanced hands-on technical depth with leadership responsibilities, helping teams make sound architectural decisions while maintaining focus on maintainability, scalability, and operational excellence.

Technology Director | April 2022 – November 2025 (3 years 8 months)

Broad technical strategy, account planning, and team leadership. I guided the platform technology team while focusing on roadmaps, architecture direction, delivery planning, technical scoping, and cross-discipline collaboration.

I worked closely with technical leads, developers, project managers, QA, operations, client stakeholders, and discipline leadership to ensure work was properly planned, estimated, staffed, documented, and delivered. I also managed direct reports and supported technical leads, helping the team stay grounded in strong engineering fundamentals, reliable delivery, and sustainable platform evolution.

- Led the technology team in creating reliable, high-performance digital experiences across complex platform, infrastructure, and campaign work.
- Supported strategic account initiatives and platform roadmaps, balancing business priorities with architecture, maintainability, performance, accessibility, and delivery realities.
- Worked with technical leads to scope work, estimate LOE, identify technical risks, and translate complex requirements into practical delivery plans.
- Managed direct reports through regular check-ins, feedback, prioritization support, and technical guidance tied to project and account needs.
- Improved documentation, development practices, knowledge sharing, and cross-team communication to reduce delivery friction and support long-term platform stability.
- Built relationships across clients, technical counterparts, delivery, QA, creative, strategy, and account leadership to improve planning, alignment, and shared ownership.
- Advocated for developers and leads by surfacing technical concerns, pushing for appropriate solutions, and ensuring engineering tradeoffs were clearly understood.

Technology Lead | December 2017 – April 2022 (4 years 5 months)

Core responsibilities were to oversee large initiatives and all platform and infrastructure work. My primary focus was leading the platform technology team to create an engaging, effective, robust, and reliable platform, while supporting the Technology Director on strategic account initiatives and campaign work that roadmapped platform improvements.

- Understood technical complexities of multi-tiered web solutions and ensured appropriate design solutions were achieved.
- Provided hands-on development support to the project team whenever necessary.
- Defined and contributed to solution architecture for Adobe Experience Manager (AEM) technical components, including leading code reviews of those components.
- Enforced account development processes and ensured appropriate project documentation.
- Partnered with technical project managers, QA leads, and Ops team members to help design CI solutions for rapid release code deployments.
- Enacted platform and infrastructure continuous improvement processes involving the agency, client, and third-party partners.

Technology focus: Adobe Experience Manager, JavaScript ES6, Sass, CSS3, Web Accessibility, Build Tooling, Continuous Integration, Rapid Deployments

Publicis Sapient

Senior Experience Technology Engineer | March 2016 – December 2017 (1 year 10 months)

Drove the development of commerce projects for clients, bridging the creative and technical aspects of project delivery. My primary focus was implementing the presentation tier, including front-end and server-side technologies, to merge the technical architecture. I was accountable for all aspects of presentation-layer development, including browser and server technologies responsible for rendering the user experience.

Technology focus: HTML5, CSS3, Sass, RequireJS, Handlebars.js, Nunjucks, Responsive Web Design, Web Accessibility, Hybris, Adobe Target Search&Promote, Build Tooling

Moku Collective

Senior Demandware Engineer | August 2015 – January 2016 (6 months)

Worked independently as well as in small team environments with both local and overseas developers. My engagements included responsive site redesign, homepage redesign, stand-alone product and category landing page development, project estimates, and support issue resolution.

Technology focus: Demandware, HTML5, CSS3, Sass, Build Tooling, Responsive Web Design

LiveAreaLabs

Senior Interactive Engineer | April 2015 – August 2015 (5 months)

Worked alongside client-side, server-side, acceptance testing, and creative team members. My primary engagement was to aid in the redesign and re-platforming of the Movado brand on Demandware, focused mainly on UI and UX client-side integrations while providing insight and refinements to modern development workflows, build tooling, and CI automation.

Technology focus: Demandware, HTML5, CSS3, Node.js, Gulp, Bower, Stylus, Jenkins CI

Media Hive

Senior UI Lead | June 2014 – April 2015 (11 months)

Supported business development in the NY and NJ offices by leading UI discussions with clients and creative agencies, identifying and documenting requirements, features, functions, and interactions related to the user experience, and executing upon those discoveries. Beyond project responsibilities, I provided guidance and mentorship to UI developers as a player-coach while serving as an individual contributor across the business portfolio.

My goals were to expand my knowledge in Demandware Commerce UI Development while leveraging and further honing my current skills to develop a deeper working understanding of emerging trends and technologies across platforms, devices, and experiences.

Fluid, Inc.

Lead Software Engineer | January 2010 – June 2014 (4 years 6 months)

An agency client-side tech evangelist and held the positions of Software Architect, Lead Software Engineer, and Team Lead. I worked on interactive and e-commerce engagements including site redesigns, re-platforms, maintenance, custom applications, third-party integrations, and product implementations for clients including LG Electronics, The North Face, JanSport, Levi's, World Kitchen, and Oakley.

I frequently led internal and contracted software engineering teams ranging from 4 to 16 members. On numerous engagements, I served as the main client point of contact coordinating with external system integration agencies, while working closely with interdepartmental teams to ensure project SOWs were realistic and aligned with bids and project plans.

I helped usher in a new era of technology standards across the agency and spearheaded critical transitions including the migration from CVS to Git, the shift from MediaWiki to per-repository GitHub wikis for project documentation, the first use of a CSS precompiler, and the evolution of the client-side tech stack from a piecemeal solution to a task-based process with custom generators and scripted virtual environments.

As part of my Team Lead responsibilities, I handled lower-level management functions for a subset of the engineering department assigned to me, including weekly check-ins, administrative updates, and yearly performance reviews.

Technology focus: Node.js, Grunt, Bower, Sass (libsass/node-sass/grunt-sass and ruby-sass), Compass, Dust.js, Mustache (via Handlebars.js), Vagrant/VirtualBox, Backbone.js, Marionette.js, YUIDoc

The Pedowitz Group

Technical Consultant | August 2009 – October 2009 (3 months)

- Introduced tools for project organization and distributed communication, including Pivotal Tracker, wikis, Campfire, Basecamp, and a project bug tracker.
- Converted the version control system from Subversion to Mercurial to better complement the distributed team and coding environment, and wrote help/reference documents to aid developers in the transition.
- Converted the storage backend from MySQL to PostgreSQL using custom scripts to contend with issues such as MySQL timestamp conversion.
- Introduced an affordable infrastructure alternative to the existing single Slicehost VPS, consisting of a scalable VPS cluster using Nginx, Python and virtualenv containers for Django, FastCGI via Flup with custom init.d scripts, PostgreSQL, Fail2Ban, Shorewall Firewall, memcached, and related tools.

ProSTEP, Inc.

Technology Lead | 1998 – 2003 (5 years)

Responsibilities included conceptualizing, developing, and directing client and internal software projects while cultivating and managing the engineering team. I also worked closely with other key members of the IT group over multiple years to drive the deployment and growth of a multi-platform micro-datacenter infrastructure, hosting thousands of domains and providing email services reaching over 2 million outbound messages per day.

QStar Technologies

Webmaster | January 1995 – December 1995 (1 year)

Designed and developed international corporate website.