

Jeremy Yandell

Solutions Architect

Strategic Technical Lead and Front-End Architect with proven track record driving high-impact results across mission-critical fintech and performance marketing environments. Expert at bridging the gap between sophisticated UI/UX design and clean code principles to engineer resilient, multi-tenant financial platforms. Decisive problem-solver recognized for maintaining clinical precision under pressure, delivering high-quality 0-to-1 implementations that exceed client expectations and optimize user engagement within rigorous, rapid-response operational frameworks.

Core Expertise

Cloud-Native Architecture (Azure/AWS) | Scalable React Engineering | Algorithmic Data Visualization | Full-Lifecycle Product Delivery | Performance Marketing & ROI Optimization | Agile Systems Optimization | Crisis Management & High-Acuity Decision Making | Technical Debt Mitigation | Multivariate A/B Testing & Data Literacy | Cross-Functional Stakeholder Management | Responsive & Accessible Design | Multi-Platform Brand Consistency

Professional Experience

Senior Web Developer • Investcloud • Los Angeles, CA

Sep 2024 - Present

- Promoted to Senior Web Developer in recognition of consistent delivery of high-quality, production-grade solutions for enterprise financial clients.
- Led front-end development for Naviplan, collaborating with back-end engineers on SAML authentication troubleshooting and data issue analysis.

Front-End Developer • Investcloud • Los Angeles, CA

Feb 2020 - Sep 2024

- Spearheaded front-end architecture for Ameriprise's flagship goal-based planning suite, orchestrating the full-lifecycle delivery of 5 high-impact projects from conceptual design to production-ready deployments.
- Engineered a high-scalability white-label framework for the core financial planning application, enabling seamless multi-tenant integration and a successful 0-to-1 implementation for Huntington Bank.
- Architected sophisticated, data-driven UIs using modern JavaScript (ES6+), HTML5, and CSS3, ensuring 100% cross-browser fidelity and responsive performance across complex financial dashboards and visualization tools.
- Optimized Agile delivery workflows within a cross-functional ecosystem, leveraging Azure DevOps and Jira to bridge the gap between back-end logic and design intent, accelerating sprint velocity and deployment cycles.
- Modernized legacy codebases and versioning strategies, maintaining rigorous code integrity through SVN while implementing performance enhancements that reduced technical debt and improved application runtime.

Emergency Room Tech • Huntington Hospital • Pasadena, CA

Dec 2016 - Feb 2018

- Orchestrated rapid-response clinical support within a high-volume Level II Trauma Center, managing sterile field integrity, complex wound care, and specialized diagnostics to ensure zero-delay stabilization during critical activations.

Trauma Room Tech • Scripps Memorial Hospital • La Jolla, CA

Aug 2013 - Feb 2017

- Facilitated high-acuity surgical support and sterile field integrity within a fast-paced Level II Trauma Center, expertly managing life-saving equipment and multidisciplinary interventions to ensure rapid stabilization and 100% operational readiness for critical emergency activations.

Adwords Account Manager • CPC Search • San Francisco, CA

Aug 2013 - Feb 2017

- Orchestrated high-stakes PPC portfolios with monthly spends ranging from \$1,000 to \$250,000 across Google Ads (AdWords), Microsoft Advertising (Bing), and Meta (Facebook), consistently maintaining optimal CPA (Cost Per Acquisition) targets.
- Engineered high-converting ad copy and creative strategies for a diverse 10+ client roster, utilizing rigorous A/B and multivariate testing to drive measurable increases in ROI and ROAS (Return on Ad Spend).
- Leveraged data-driven optimization techniques to refine bidding strategies, keyword harvesting, and negative match funneling, resulting in significantly improved Quality Scores and reduced wasted spend.
- Managed full-funnel performance marketing cycles, from initial campaign architecture and pixel implementation to advanced audience segmentation and retargeting across search and social channels.

Education

Software Engineering Immersive course • General Assembly • Los Angeles, CA, USA •

Bachelor of Arts English • University of California • Santa Barbara, CA, USA •

Personal Projects

Guit Guide ▪ <https://jyandell83.github.io/guit-guide/>

- Engineered a high-performance, single-page React (JavaScript, HTML5, CSS3) application for dynamic fretboard visualization, featuring real-time algorithmic mapping of scales and keys across customizable, multi-string configurations and non-standard tunings.

Volunteer Experience

Head Coach: Youth Baseball and Soccer ▪ City of Los Angeles Parks and Rec. ▪ Los Angeles, CA

Mar 2023 - Present

- Led and developed youth athletes as head coach for both baseball and soccer programs, managing team logistics, practice planning, and in-game strategy.
- Demonstrated leadership, clear communication, and the ability to adapt coaching style to the needs of individual players, skills that translate directly to mentoring and collaborating within engineering teams.