

Blake Ferm | Software Engineer

Miami, FL

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I'm a software engineer with experience developing interfaces for financial, market research, and consumer-facing products. Skilled in Next.js, React, TypeScript, Redux, WordPress, GSAP, and modern front-end workflows (HTML/CSS, build tooling) My expertise extends to headless CMSs such as Sanity, Payload, and Sitecore, delivering cutting-edge, scalable content infrastructures.

Experience:

Curriculum Associates | Senior Developer (Sep 2024 - Apr 2025)

- Created a library of reusable, themed components, speeding up development cycles and ensuring consistent design.
- Implemented a headless CMS approach (e.g., Next.js + Sitecore), enabling flexible content management and scalability.
- Tech stack: Next.js, React, Typescript, Tailwind, Sitecore (Headless CMS)

Digital Citizen | Senior Developer (May 2024 - Sep 2024)

- Developed high-performance websites using WordPress as a headless CMS, integrating multiple databases and leveraging Faust.js to deliver API-driven content to a Next.js frontend.
- Audited and optimized responsive code for seamless integration across devices, improving site performance.
- Tech stack: React, Faust.js, WPGraphQL, WordPress (Headless CMS)

SAGO | Software Engineer (2022 - 2023)

- Contributed to the redesign of the flagship product, Qualboard.
- Optimized product performance while actively contributing to feature development.
- Tech stack: React, Redux

Philosophie by InfoBeans | Software Engineer (2021 - 2022)

- Developed front-end templates for Digest.AI, an educational platform startup.
- Contributed to a React component library for CO-OP Financial Services.
- Tech stack: React, Typescript, Storybook

McGarryBowen | Senior Interactive Developer (2018 - 2020)

- Directed digital ad campaigns for clients such as American Express, United Airlines, and Subway.
- Optimized and automated ad production workflows.
- Tech stack: React, JS, HTML5, GSAP, and CSS

JWT | Front-End Developer (2013 - 2018)

- Managed ad campaigns for clients like Google, J&J, and Energizer.
- Collaborated with design teams to ensure successful delivery of high-quality assets.
- Tech stack: React, JS, HTML5, GSAP, and CSS

Selected Projects:

24X Equities | <https://equities.24exchange.com/>

- Designed and developed a website for the world's first 24 Hour US Equities exchange.
- Fullstack setup includes a Monorepo complete with FE/BE integration for MongoDB and AWS services.
- Tech stack: Next.js, React, Typescript, Tailwind, Payload (Headless CMS)

CoinView | <https://coinview.blakeferm.com>

- Designed and developed an interactive platform leveraging the Coinmarketcap API to present cryptocurrency data.
- Incorporated gamification features to enhance user engagement and learning.
- Tech stack: Next.js, React, Typescript, Tailwind, GSAP

Next.js & Sanity-Powered Blog | <https://fusion.blakeferm.com>

- Created a blog for generative content and original art/music using Sanity's headless CMS integrated with Next.js.
- Developed a custom dashboard to streamline content creation, showcasing my expertise in full-stack development.
- Tech stack: Next.js, React, Tailwind, Sanity (Headless CMS)

Education:

Software Engineering Immersive - Fullstack Academy (2020)

- Completed a comprehensive curriculum focused on full-stack web development.
- Enhanced software development skills through hands-on experience with modern technologies.