Jabal Torres

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SUMMARY

Lead front-end engineer and AI champion who started in marketing web engineering and now builds AI products, agents, MCP integrations, and internal reporting dashboards that combine multiple data sources into actionable insights. Background in UX, front-end architecture, and CMS development at Workday, Cribl, Synack, ShotSpotter, and ActiveCampaign.

EXPERIENCE

ActiveCampaign | *Lead Front-End Engineer & AI Champion*

Remote | Chicago, IL | July 2023 - Present

- Promoted to Lead Front-End Engineer for ActiveCampaign's marketing team after owning the Postmark marketing website as Senior Web Engineer; set front-end architecture and standards across both brands' marketing sites.
- As the team's AI champion, build AI products for the business, including an internal reporting dashboard that combines data from multiple business systems into one view with clear, decision-ready insights for marketing and leadership.
- Built AI agents for site performance monitoring and landing page generation, bringing automation into day-to-day marketing web operations.
- Shipped open-source AI integrations for Postmark: an MCP server that connects Postmark to AI assistants and agents, and an n8n community node (TypeScript) with a webhook trigger for workflow automation.
- Built an autonomous-marketer proof of concept on ActiveCampaign's free marketing tools and an internal AI prompt library for the web team.
- Coach engineers on AI-assisted development with tools such as Claude Code and Cursor, raising the team's AI fluency and delivery speed.
- Rebuilt the Postmark pricing page and a modular Craft CMS (PHP, Twig) landing page system, improving clarity and conversion and speeding up A/B tests and content updates.
- Own front-end performance, technical SEO, accessibility, and analytics (GA4, Tag Manager) across the marketing sites, backed by a Figma design system and reusable component patterns.

Jabal Torres LLC | *Creative & Technical Director*

Remote | December 2022 - Present

- Founded and led a multidisciplinary design and development consultancy, delivering UX/UI strategy, full-stack solutions, and creative direction for start-ups, agencies, and mid-sized tech firms.

SKILLS

AI Agents & LLM Integration
MCP Servers & Tool Use
Prompt & Context Engineering
AI Reporting & Dashboards
Front-End Architecture
Design Systems & UI/UX
JavaScript, TypeScript, Node.js
PHP, Laravel, Twig
HTML/CSS & Accessibility
Craft CMS & WordPress
GSAP, Three.js, WebGL
Technical SEO & Performance

TOOLS

Claude Code, Claude API, Cursor MCP, n8n, GitHub Actions, Git
GA4, Google Tag Manager
Figma, PHPStorm, VS Code
ActiveCampaign, Postmark, HubSpot

CERTIFICATIONS

Certified Scrum Master, Scrum Alliance -2018
Agile Marketing Fundamentals, Agile Sherpas - 2018

EDUCATION

Art Institute of California
San Francisco, CA
Web Design & Interactive Media

- Partnered with C-suite executives to define product vision and craft engaging, accessible digital experiences using modern front-end and back-end technologies.
- Designed and developed custom WordPress themes, plugins, and interactive UI components to optimize functionality and elevate user experience across diverse verticals.
- Led and mentored a distributed team of developers, establishing design and code standards that scaled delivery capacity and maintained quality across concurrent projects.
- Delivered marketing technology implementations for long-term clients including Blackthorn.io and 916 Marketing, such as Osano cookie consent and RB2B visitor tracking through Google Tag Manager.
- Independently building KrateCMS, an agent-native content and communications platform on Laravel, Livewire, and Filament with native Postmark integration, and OpenClaw, a self-hosted AI agent runtime connected to Slack and inbound email.

ShotSpotter | *Web Strategist & Technical Lead*

Remote | Newark, CA | March 2020 - December 2022

- Owned UX and front-end architecture for marketing web properties, implementing custom WordPress solutions that empowered content teams and accelerated go-to-market execution.
- Integrated Google Marketing Platform and analytics tooling to inform data-driven design decisions, improving site performance, SEO rankings, and user engagement metrics.
- Served as the strategic web lead, aligning digital experience roadmaps with organizational goals and collaborating with marketing leadership and product teams to drive measurable business outcomes.

Synack | *Senior UI/UX Designer & Web Developer, Demand Generation*

Remote | Redwood City, CA | July 2020 - November 2021

- Led UI/UX design for demand generation campaigns, creating compelling visual experiences and interaction flows that enhanced engagement and drove higher conversion rates.
- Engineered custom WordPress features, plugins, and reusable UI components to support scalable, brand-consistent product marketing experiences.
- Championed CI/CD best practices, streamlining deployment pipelines and ensuring site reliability and performance at scale.

Cribl | *UI/UX Designer & Full-Stack Developer, Marketing*

San Francisco, CA | August 2019 - October 2020

- Designed and delivered end-to-end UI/UX solutions for web marketing and demand generation campaigns, driving a 30% increase

in lead conversions through user-centered design.
- Built and maintained full-stack WordPress infrastructure with custom post types, templates, and plugins, creating a flexible platform that scaled with rapid company growth.
- Served as a key creative and technical contributor at a Series D-funded start-up, aligning UX strategy and development priorities with high-growth business objectives.

Workday | *Senior UI/UX Designer & Web Producer, Marketing*

San Mateo, CA | August 2018 - August 2019

- Led the design and delivery of multiple high-traffic web projects at Workday, optimizing for conversion and performance while collaborating with cross-functional marketing and product teams.
- Designed and launched targeted digital marketing campaigns that elevated brand visibility, supported strategic initiatives, and delivered measurable engagement outcomes.
- Oversaw project management, creative direction, and resource allocation across concurrent campaigns, balancing competing priorities to consistently meet goals on time and within scope.

Additional experience prior to 2018 available. See LinkedIn profile.