**Lawrence Whiteside** — Web Developer · Pacific Time · Remote

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Full-stack developer with 20 years building web apps and marketplaces that grow the client's business. Technical co-founder of 3 startups. Work spans modern JavaScript, e-commerce, and creative tech (3D, video, GenAI). Shipped sites for national brands and doubled user acquisition at VarsityTutors.

## Experience

**Founder** — BabylonJSMarket.com · Mar 2024 – Present

- Built an online marketplace where many sellers offer 3D game assets. Produced online courses on making games for the web.
- Launched a new revenue line from asset sales and course sign-ups with no outside funding.

**Web/Mobile Developer** — Sellwild.com · Mar 2022 – Present

- Led the redesign of a peer-to-peer shopping site and its mobile app. Made video promos with AI and 3D tools.
- Put the marketplace on web and mobile from one codebase, cutting build cost, and raised user engagement with the new promos.

**Web/Mobile Developer** — Hunt, Gather Agency · Jul 2019 – Aug 2020

- Built and kept up online stores for national brands, including Nadamoo.com and TrustHer.org.
- Smoother checkout and UX helped brand clients sell more online.

**Web/Mobile Developer** — T3 Agency · Jul 2018 – Jun 2019

- Built the customer-facing pages for a full redesign of Ingram Micro's Canadian site, working with design and backend teams.
- Gave Ingram Micro Canada one modern site from first visit to purchase, easier for business buyers to order from.

**Web Developer** — VarsityTutors.com · May 2015 – May 2017

- Helped split one large app into smaller services. Led search ranking and sign-up campaigns.

- Doubled user and tutor sign-ups, and the new services let the team ship faster.

**Web Developer** — Picsell.com · Apr 2014 – Dec 2014

- Built a customer service portal for an early mobile marketplace app.
- Gave support staff one place to handle buyers and sellers, so issues closed faster.

**Technical Co-Founder** — Fantrotter.com · Sep 2012 – Mar 2014

- Designed and coded a flight, hotel and travel search engine for fans following tours. Pulled prices from many travel sites into one search.
- Took the company from idea to a working product it could pitch to investors and partners.

**Technical Co-Founder** — Spins.FM · Sep 2010 – Mar 2012

- Led building a social radio request app.
- The app went viral and signed major clients, including Columbia Records.

**Web Developer/Producer** — Oktane.net · Nov 2007 – Aug 2010

- Built websites for clients including Maxim Magazine and Montauk Tourism. Co-built video sites Head2Head.tv and Purecast.com, an early video blogging tool.
- Gave media and tourism clients sites their own staff could update, and brought video to their audiences early.

## Education

**New York University, Tisch School of the Arts** — BFA, Film Production & Writing