

10913 Otsego Street | North Hollywood 91601
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SKILLS

Responsive Web Design	Search Engine Optimization	Cross-Browser Testing	Graphic + Print Design
Email Marketing	Project Management	Account Management	Marketing
Copywriting	Corporate Branding	Social Media Management	

TECHNOLOGIES

HTML5	CSS3/ SASS / PostCSS	Javascript	JSP/ JSTL
Bootstrap/ Foundation	Wordpress	Jira/ Confluence	Photoshop
	InDesign	Illustrator	

WORK EXPERIENCE

Studio Darke, North Hollywood, California

June 2021 – Current

Web Developer / Architectural Designer: Freelance

Building and supporting a boutique architecture client's website in a Wordpress framework.
Design, drafting, and plan check support for various built architecture projects using AutoCAD.

E! News, Universal City, California

July 2015 – January 2018

Web Developer I: Contract Position

Collaborated with their 20 person Interactive Department as part of a 7 person front-end team subset responsible for supporting the Product, Marketing, and International divisions of its high traffic, consumer facing JAVA/ JSP web platform using HTML5, CSS with Post CSS/ Sass, JavaScript with templating in JSP/ JSTL/ Tiles, Node.js, and Webpack. The workflow tools included Git, Bitbucket, Jira, Confluence, and Slack.

Supported the company's 2016 rebranding initiative and deployment of a new web platform by building new front-end features such as promotions and landing pages for news articles on desktop and responsive mobile web platforms in addition to internally built CMS tools for publishing text, photo, and video based content.

Supported peer reviewed weekly release cycles for new product initiatives, technical deployments, and bug fixes which included functional and regression front-end GUI and cross-browser web testing.

Assisted with implementing and maintaining web analytics in Adobe Omniture.

Coordinated translation and analytics tracking support for their internationally facing websites.

Paid down technical debt including refactoring HTML in the templates and refactoring, standardizing, and testing site wide CSS remove unnecessary classes/ deprecated hacks to improve load times.

Collaborated with department heads and project management teams to maintain internal department-wide Confluence workspaces to assist with internal department-wide Confluence workspaces.

Facilitated internal and intradepartmental events which directly lead to increased team cohesion and boosted morale, increasing productivity and harmony between different two historically incongruous departments.

Dogearred, Culver City, California

August 2014 – July 2015

Front End Demandware Developer: Contract Position

Collaborated with the Marketing, Creative, and Wholesale Departments to develop new cross-browser tested, responsive, and optimized landing pages and schedulable gift guides in the Demandware

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platform for desktop, mobile, and email marketing and product launch initiatives based upon creative comps utilizing HTML, CSS, JavaScript, jQuery, Photoshop, Visual Studio, and InDesign.
Refactored the main navigation, product pages, and image assets to improve load times, provide better UI experiences, and increase customer engagement.
Daily website maintenance including content asset creation, content slot creation/ management, and marketing driven website UI and copy changes.
Coordinated and collaborated with back-end developers, SEO, and copywriting consultants to implement various campaigns and initiatives.
Collaborated and built responsive emails for ad campaigns based upon creative comps for a rigorous retail and wholesale promotional schedule using Listrak and Constant Contact.
Supported the company's WordPress blog and various social networks.

Conduktiv Technologies (formerly Diskeeper Corporation), Burbank, California

November 2012 – December 2013

January 2012 – March 2012

Front End Web Developer: Contract Position converted to Permanent Employee

Collaborated with the Marketing and Sales Departments in a 3 person development team to rebrand and deploy a new web platform for their existing commercial website by developing product pages, landing pages, web forms, and email templates and implementing Google Analytics and Marketo tracking for the entire cross-browser tested 700+ page website which supported five to eight foreign languages in a Dot Net ASPX framework using HTML, CSS, JavaScript, jQuery, Visual Studio, and Photoshop.
Significantly decreased website load times from over 20 seconds to less than 1.2 seconds by refactoring legacy JavaScript and image calls utilizing HTML/CSS, compiling CSS sprites to minimize server requests, tracing requests via the Network Profiler to optimize server calls, and refactoring existing HTML/ CSS.
Supported daily website operations with updating new products, news, events, and sales/ marketing initiatives and collateral in addition to bug fixes.
Coordinated with the translation company and implemented all foreign languages translations site wide.

Transamerica Life Insurance Company, Los Angeles, California

April 2012 – October 2012

Front End Web Developer/ Designer: Contract Position

Developed and cross-browser tested landing pages, microsites, and emails for marketing campaigns based upon creative comps and existing print flyers from the Creative Services and Marketing Departments utilizing Visual Studio, Dreamweaver, Photoshop, InDesign, and Exact Target.
Collaborated with the Creative Services department to create design comps and email marketing templates for the Marketing Department's campaigns.

DMH Technologies, Gilbert, Arizona

April 2012 – September 2012

Designer/ Front End Web Developer: Contract Position

Designed and developed multiple comps and image assets for the company website while working closely with the company's two Founders using HTML, CSS, Photoshop, and Visual Studio.
Designed and created print advertisements, trade show print material, and presentations using Photoshop, InDesign, and PowerPoint.

CheckAlt Payment Solutions, Los Angeles, California

December 2010 – August 2011

Creative Director

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Designed, built, and maintained cross-browser tested landing pages and sister company websites while utilizing SEO best practices utilizing Visual Studio, Photoshop, and Illustrator.
Designed, created, and provided copywriting for ad campaigns, web banners, email blasts, print advertisements and mailers, trade show booth exhibition designs, and company presentations utilizing Photoshop, Illustrator, InDesign, PowerPoint, Keynote, and iContact.
Redesigned and unified company branding and created brand style guides.
Provided copy for, coordinated, and maintained Social Media webpages and B2B advertisement campaigns on the company website, Facebook, Twitter, LinkedIn, and various daily deal sites.

Flash Factory, Glendale, California

July 2010 – December 2010

Web Guru (Graphic Design + Account Management)

Created copy and production image assets while implementing SEO best practices for B2C websites utilizing Photoshop, Illustrator, HTML/ CSS, and Shutterstock.
Managed and trained multiple fast track client accounts to use/ maintain their own websites using the company's proprietary GUI.

Velcrokitty Clothing, Los Angeles, California

August 2008 – July 2010

Owner / Designer

Graphic Artist and Designer for fashion prints, website design, and content creation for velcrokitty.com, product/ packaging design materials, marketing collateral, company branding, and the creation/ management of web marketing and advertising PPC/ CPC campaigns on Facebook and Etsy utilizing Photoshop, Illustrator, and InDesign.
Managed daily operations including consultant coordination, booking events and exhibitions, delivering products, timelines, cost estimating, and budgeting.

Landry Design Group, Los Angeles, California

January 2004 – August 2008

Architectural Project Manager/ Designer

Senior Job Captain

Job Captain

Lead team Designer and Project Manager involved with all phases of design, development, coordination, and construction of custom estate architectural projects ranging from 8,000 sq.ft. to 40,000 sq.ft. utilizing AutoCAD, M-Color, Photoshop, 3D Studio Max, and Form Z while overseeing and mentoring a 4 person design/ production team.
Wrote proposals, reviewed contracts, obtained legal permits, and coordinated consultants and contractors in a fast paced, detail oriented, client-facing position.
Oversaw the firm's presentation and competition graphic standards and brand style guides.

EDUCATION

California Polytechnic State University, San Luis Obispo

Bachelor of Architecture

2000

"There is a long standing argument about science and art. The argument is irrelevant, for at higher levels, science and art are the same. There is a point where high science transcends the technologic and enters the poetic; there is a point where high art transcends the technique and enters the poetic."

– Tom Robbins, Jitterbug Perfume