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TECHNICAL SUMMARY

Deep, extensive experience with cross-browser/cross-platform HTML5 XHTML DHTML, CSS2/3 and JavaScript/JQuery user interface solutions, responsive design, Bootstrap, designing and implementing pixel-perfect interactive interfaces and validating HTML. Hand-code using any text editor, expert with Dreamweaver and use various editors to code. Highly skilled in the Adobe suite. SEO coding best practices (semantic Web). Experienced with implementation strategies such as Java, JSP, ASP, PHP, CGI, Ajax, RoR, script libraries like JQuery, MooTools, etc. Experienced with VPN access, SVN and Git/GitHub (version control apps and practices), SFTP while effectively working remotely on/with dev teams all over the world.

Experienced with social media strategy consulting and implementation. Comfortable designing for and skinning/ creating custom themes, etc. for both open source and commercial CMS and cart engines (Joomla, X-Cart, etc.). Expert-level WordPress implementation, child theme creation, maintenance.

PROFESSIONAL EXPERIENCE

DocuSign – San Francisco, CA

June 2013 – Jan 2016

SENIOR FRONT-END WEB DEVELOPER

Built and managed five external sites for DocuSign.com, the global standard for digital transaction management, including <http://momentum.docusign.com/>, <http://signaturecitytour.docusign.com/> for 2014 & 2015 and <http://dreamforce.docusign.com/> for 2014. I'm an approved vendor for projects required that their in-house dev team does not have the bandwidth to take on.

A BLOG TO WATCH (ABTW) – San Francisco, CA

September, 2008 – July 2016

ASSOCIATE PUBLISHER, TECHNICAL DIRECTOR

<http://www.ablogtowatch.com> - I started with a small blog that was pulling in a few hits a week, and built it into, along with the Founder, Ariel Adams, what is today, the world's most popular watch media source, with watch reviews, industry news and buying guides, garnering 3.5 million hits + per month.

As Associate Publisher (and Internet Marketing Specialist) I was involved in executive-level decision-making (hiring/firing writers, business strategies, etc.). I managed and trained staff. I performed copyediting, photo editing, feature story development and managing editor duties. I even contributed writing an article or two. I worked closely with Ariel Adams, the owner and Editor-In-Chief to manage and develop a high volume world-class Web property and multiple revenue streams, all on a shoe-string budget. I changed the name, domain, and did a complete rebranding/Web site redesign on Halloween, 2012. I established and developed its social media presence and strategies and worked with watch brands to cross-promote. I built a fresh redesign in 2015, and we landed top brands with big budgets as advertisers for 2014-16 based on the redesign. I performed everyday Ad Ops (DoubleClick For Publishers) and all social media duties until I was able to hire someone as Social Media Manger in 2014.

As Technical Director and Senior Front-End Developer for aBlogtoWatch, along with managing our core product site and additional revenue sites (our Chinese blog property and an independent watch marketing site), I met frequent technical interfacing challenges. Some of these challenges included

making seemingly impossible requests a reality and keeping the business technically relevant in the way that we interfaced with the world. I performed all technical duties related to conceptualizing, developing and maintaining a highly customized site using WordPress as a CMS. I designed, developed, technically implemented and maintained all publishing workflows within the administrative area of WordPress. I built into the back-end of WordPress a very easy system for the writers to submit their articles in ways that would trigger automated scripts that would publish their work perfectly to the front-end of the website, incorporating an elaborate system with tags, categories and layouts on the presentation layer. Developed SEO implementation strategies critical to the growth and success of the property.

Evolution Bureau (EVB) – San Francisco, CA

July, 2011 – May 2012

SENIOR FRONT-END WEB DEVELOPER

Innovative, creative front-end technologies implementations designed to maximize and integrate social media and traditional media interplay.

Performed the full front-end build of Facebook Studio 2.0, along with two PHP developers. It was a robust showcase and educational platform for ad/marketing agencies, brands and talent to fulfill their dreams and ride the blue wave of social-media campaign-generated revenue. Nominated for a Cannes-Lions award. I'm very proud to have built it and to have been so integral to the project.

Kramer Publishing Interactive – San Francisco, CA

March, 2003 – Present

WEB DESIGNER/UI/UX DEVELOPER/WEB ARCHITECT SOLE PROPRIETOR

Please see an extensive select projects list attached.

Manage all phases of multiple projects of varying size and scope for long-term and short-term projects. Assess client needs and develop specifications; plan and develop projects from initial concept through mockup design, graphics production, hosting/cart/e-commerce selections, interviewing and hiring of specialists when needed, project management, coding implementation, cart integration, payment gateway/shipping setups, client approvals, final delivery and ongoing maintenance. Provide SEO/SEM/Social Media strategies and management, written content and editing services. Provide full print design support. Web architect and IT duties when necessary; otherwise interface with any IT as needed.

Inktomi Corporation (purchased by Yahoo!) – Foster City, CA

April, 1999 – December, 2002

WEB DESIGNER, SENIOR WEB APPLICATIONS ENGINEER

As the only "DHTML" programmer in an organization of 850 employees (at one point), provided all departments with graphic design, UI design, graphics production and cross-browser/cross-platform front-end implementation support for both internal and external Web-based applications. Positioned in the e-commerce division, moved to Marketing.

- Wrote all DHTML, CSS, and Javascript for the Inktomi Site Management System (SMS), an ASP-based Web application Inktomi provided to merchant clients for managing their electronic storefronts and retail racks.
- Designed GUI and graphics.
- Managed projects from concept through completion and maintenance for the SMS and various aspects of Inktomi's world-class search applications, interfacing with Marketing, QA, management, and ASP engineers.
- Conceptualized, designed, engineered, and implemented several smaller apps to support SMS.
- Wrote extensive technical documentation.

Impulse!Buy (purchased by Inktomi) – Burlingame, CA

December, 1998 – April, 1999

WEB DESIGNER, SENIOR WEB APPLICATIONS ENGINEER

For all departments, designed and produced graphics and UI, and provided cross-browser/cross-platform front-end implementation support for the company's Web site and external Web-based applications.

- Designed and implemented front-end of the "Selling System Express," a Web-based application provided to clients (merchants) for managing their electronic storefronts and retail racks.
- Initiated the transformation of the product from a Java-based to a browser-based application using DHTML, Javascript, CSS and ASP.
- Created digital and print marketing materials supporting the company's "iMerchandising" system, a first of its kind online consolidator of merchants, and all aspects of company's functions.
- Provided Webmaster services for all departments.

Freelance – San Francisco and San Bruno, CA

April, 1998 – December, 1998

WEB DESIGNER, WEB APPLICATIONS ENGINEER

Simultaneously managed multiple projects for companies and design houses. Employed DHTML, CSS, and Javascript to meet diverse design challenges and company standards. Clients included HP, Intel (for the MediaDome Project), SGI, Sun Microsystems, RedDot, Grafica Multimedia, CircumStance Design, C/Net, Challenger Systems, Think!NewIdeas.

Electric Communities – Cupertino, CA

April, 1997 – April, 1998

BETA PROGRAM PRODUCER, WEBMASTER, JAVA QA

Designed and managed beta program for the virtual online community, "EC Habitats," which, at the time, was the world's largest Java program (bug/feature). Created the company's new Web site and beta program support site. Employed the earliest DHTML techniques, server-side CGI scripting and includes. Served as Webmaster for all departments. Performed black-box testing on the Java-based virtual world. Researched, designed and created QA testing lab. I was privileged to work with Randy Farmer, Chip Morningstar and Douglas Crockford at this tiny startup. You can find a little about this geek-a-licious venture on Douglas' site: <http://www.crockford.com/> and about the beginnings of it in the last paragraph of *Snow Crash* by Neil Stephenson.

Freelance – New York, NY and San Francisco, CA

January, 1994 – April, 1997

INTERNET AND COMPUTER SERVICES

Assisted companies and individuals with setup and maintenance of personal computer systems, and telecommuting challenges. Built small HTML .98 (beta of the new 2.0 standard) and 2.0 Web sites. Educated and tutored children and adults on the benefits of their personal computer and the Internet. Waited for companies to decide to invest in the Internet, while keeping skill-set on the cutting edge.

EDUCATION

New York University, Tisch School of the Arts, Institute of Film and Television, 1990 - 1993

Select Projects & LINKS for KPI

- **DriverSide** - <http://www.driverside.com> For this PHP/Ajax site, I was **full-time contract for two years** on a team of 7-14 developers, and was solely responsible for the CSS/XHTML front-end. When I arrived pre-launch in March '08, they had an existing skeletal UI structure based on expanding and collapsing “pancake modules” and I had been working with implementing UI within that structure. I performed extensive design for the new site, and we rolled out the new design/UI in July 09. I then worked on new features for the site, plus widgets, etc., for their partners (eBay Motors, PrecisionTune, etc.) until they were purchased in 2011. I was given significant stock, and most of my code remains in place as of this writing, December 2016.
- **BlueRocket** - <http://build-it-right.bluerocket.us> - December 2016 – Landing page for marketing purposes. Main site rebuild coming soon.
- **Create The Moment** - <http://ctm.global/> - Worked with Matt Smith-Johnson (a former Creative Director from VICE) to build the site in a few days for a new record label based in Los Angeles. Client easily updates site using custom fields I set up in admin area. Client currently populating site content.
- **Wells Fargo (via Leaffer Shapiro LLC, via Ogilvy)** – Developed tools for Wells Fargo customers in an RoR environment. Replacing legacy HTML code with pixel-perfect CSS matching back to the tool in Flash and HTML5. Also worked directly for Wells Fargo on kiosk applications for their historical installations in Charlotte and Philadelphia.
- **Kaiser Permanente (Care Management Institute)** – <http://www.kpcmi.org/>(via **AMF**, via **Freeform IT**) - all CSS XHTML Front-end development for Kaiser’s Care Management Institute site – Customized template creation, additional features using WordPress as CMS.
- **Jamba Juice** – <http://www.jambanews.com> (via **AMF Media Group**, via **Freeform IT**) - all CSS XHTML Front-end development for internal JambaNews site and HR site – Customized CMS using **Freeform IT** proprietary CMS. Also do microsites for Jamba Juice. I’ve built pretty much every site Jamba Juice has.
- **Jamba Juice TeamUP** - <http://myhealthpledge.com/> (via **AMF Media Group**, via **Freeform IT**) I coded/launched this site, developed to combat childhood obesity, in 4 days. April 2012. I continue to update and maintain the site to this day, with promotions, weekly pledges, news updates and celebrity posts for kids.
- **Saveri Law Firm** – <https://www.saverilawfirm.com/> - After 20 years at Lieff, Cabraser, Heimann & Bernstein, Joe Saveri hung out his own shingle. He had been the Managing Partner and the Chair of the firm’s Antitrust and Intellectual Property practice group, with a recent antitrust case involving major tech companies receiving current global press. He needed a site on a strict timeline, and social media set up within days to launch his new firm and stand up to global scrutiny. I put it all together in 5 days from no domain, to a full site, emails, Facebook page, Twitter presence, etc. May 2012.
- **Stepping On Up** – <http://www.steppingonup.com> - designed and developed this site for an anti-bullying educational program used in elementary schools across the United States. (via Arque Creative) – launched February 2013. Worked closely with content specialist and social media strategist, Abigail Fisher, owner of Arque Creative, along with the director of the videos, Jim Watson. Currently maintain/update.
- **Naked Capitalism** – <http://www.nakedcapitalism.com> - designed/ implemented/maintained “refresh” of the site launched in October, 2013. Client and readership very insistent on barebones look-and-feel with orange as the main color. Continue to roll out new features. Guided client away from bad hosting/service to greener pastures and work with hosting company to thwart unique spam/attack issues. Worked closely with owner, Susan Webber.
- **SF AppShow** Was a “go-to” for flawless domain/hosting moves, WordPress issues, etc. – basically an IT role, but I was around for whatever they needed Web-wise.
- **C.U.R.B. (Citizens for Urban Planning and Responsible Spending in Brentwood)** – (via **AMF**, via **FreeFormIT**) – all CSS XHTML Front-end development – launched 08-04 2010 – WordPress as CMS customized template creation, additional features.
- **AMF Media Group** - <http://amfmediagroup.com> Did the HTML5/CSS3 for their latest site plus jQuery/Flash/Flash Video – also do this for many of their clients they list on that site, even though I’m unable to list them all on this resume due to strict NDAs.
- **Level10 Construction** - <http://www.level10gc.com/> - via AMF Media Group. Four days to build.
- **TrueInsider.com** – Solely responsible for beta site front-end XHTML/CSS dev in a RoR framework.
- **Pricelock.com** – Initially hired to make their AJAX site and tools compatible with IE6 (I’m an expert in the IE6 DOM), I did this, and was hired for new projects when they rolled out their new site.
- **BitPusher.com** – <http://www.bitpusher.com> Building tools for a new offering for their cloud computing platform. Under NDA, but you may contact Daniel Lieberman (owner) there. Gave them a quick solution, preparing for redesign rollout. Redesign/Future projects in the works.
- **Pete’s 881 Club** – <http://www.petes881club.com> - WordPress as CMS – built this in two days, doing my SEO next and began my social media strategy implementation. Helped them build out content I had suggested to improve page ranking and repeat visitors/more customers. Small business requiring their own content additions/editing.

- **Coco-luxe Confections** – Designed, developed, maintained (Zen Cart engine). Highly customized admin area and cyclical templates. Solely responsible. Social network strategies to promote the boutique, brand and site. Designed print materials, wall art for boutique. Handle frequent Groupon, Groupon-esque campaigns. I came across more than one You Tube video by cheap PSD-HTML services using this site as an example of what their customers wanted and wanted to find ways to do inexpensively (“*imitation is the highest form of flattery, but clones kind of get it wrong*”) The owner, Stephanie Marcon, recently decided to sell the business to pursue other interests – screenshots, etc available on request.
- **DealerText Solutions** – I worked with two engineering teams, one in Romania, developing text code tools and interfaces for mobile phones and PC browsers. Cranked out the front-facing site myself, including design and Flash. Solely responsible for UI, CSS, XHTML and design.
- **Institute for Jewish and Community Research** – <http://www.bechollashon.org/> -- largest database of Jewish articles in the world - Designed, developed and created the UI for Be'chol Lashon site, as well as updates for the main site (main site, <http://www.jewishresearch.org/> is not my design/UI) **via Little Truck**
- **Woodshed** - <http://www.woodshedsf.com/> branding and identity house in SF – I’ve done major projects for their clients that are so super-secret under NDA I’m not allowed to list them here, but you may contact Rod Plucy, a partner there and he will attest to my stellularness in HTML5 CSS3 on-schedule/budget, etc.
- **Perrelet USA** - High-end timepieces - marketing emails, design through send, Flash banners, ongoing work towards new site launch. Happy to provide private links to this work.
- **UpMo.com** – Pixel-perfect CSS/XHTML for their career assessment tools.
- **PicScout** - <http://www.picscout.com/> **via FreeForm IT** Built their ImageExchange™ add-on wizard pages to seamlessly integrate with their site, plus HTML emails for the program. Extensive weekly maintenance for site including Joomla customizations, graphic design elements, video and Flash enhancements.
- **Bryant & Brown** - **via FreeForm IT** Custom WordPress site/theme, team of one, concept to launch – 18 hours.
- **Fitzgerald Law** - They had no idea what they wanted, but wanted it fast, so I took their content, organized it, and designed and built them a site in about 20 hours. Flash on the home page. October 2007.
- **Phyllis Eig Associates** – Designed, developed, currently maintain/update (Zen Cart engine). Solely responsible. Implementing my SEO strategies.
- **Mountain Terrace** – <http://www.themountainterrace.com> Did a redesign after giving them a desperately needed refresher to their site. The redesign goes live in Autumn 2013.
- **Mommy’s Garage Sale** – For this RoR/Ajax e-commerce kids’ items brokerage site, I designed the overall look-and-feel of the site, created the UI, extensive admin area, provided written content, and implemented front-end for site and tools. I performed all site tasks, save for the RoR on the back-end. Ruby developer is finishing up for launch.
- **Español For Kids** – Highly customized Zen Cart site creatively used to schedule and purchase Spanish classes for children. I performed cart integration and all site tasks, incorporating client’s drawings and color choices. I will be building out two other phases of the site for materials purchases and training services, incorporating a great deal of multimedia. Solely responsible.
- **DemsDoDenver.com** – I designed, developed (with a Zen Cart engine), maintained/updated this site for Julie Byerlein, an entrepreneur in Denver. I do many projects/sites for her, this one raised money for the DNC Committee. Solely responsible.
- **Bodas & Quinceañeras** - I designed and developed this Flash-only site for a Bay Area event photographer/videographer – two sites, one in Spanish, one in English, with streaming video and photo samples of work. Client insisted on a Flash-only site (not my choice for obvious navigation issues/SEO drawbacks at the time (2006). He sold the business in 2010, but I’ve kept a copy of each site on my server.
- **Making Headway** - <http://makingheadway.org/> Built the site in a few days from their single jpg mockup for this non-profit organization dedicated to helping kids and their families with cancer.
- **Freedom to Marry Project** - <http://www.freedomtomarry.org/> Online/offline fundraising event invitations and email campaigns. They have a volunteer staff for the site.
- **Little Truck** – a Web firm I partnered with from 09-2007 to 05-2008 on over 40 projects (only two of these clients are mentioned above, **Institute for Jewish and Community Research**, and **Making Headway**, due to the fact I developed the sites myself, there are many to list, happy to discuss). Akraya. - <http://www.akraya.com/> Gartner – <http://www.gartner.com> Riverbed – <http://www.riverbed.com> Redline Solutions - <http://www.redlinesolutions.com/> Sendmail - <http://www.sendmail.com/> Genesys - <http://www.genesys.com> Pennbrook Insurance - <http://www.pennbrookinsurance.com/> Eleanor Sluis - Grunwald Associates, LLC - <http://www.grunwald.com/> are a few of the sites.