

Front-end Design and Development Professional with over a decade of experience for a wide array of clients including Netspend, PayPal, Western Union, United Airlines, Brink's, BET, Charles Schwab, Fuel Masters, Budget Car, Budget Truck, PODS and the Denver Botanic Gardens.

EXPERTISE

Front-end Development
Information Architecture
Usability Testing
Client Support

Graphic Design
Search Engine Optimization
End User Documentation
CMS Applications

Email Development
eCommerce Setup
QA/Beta Testing
Google Analytics

EXPERIENCE

Netspend - Email Developer/Web Designer

November 2016 - March 2018, January 2015 - April 2015

Designed and developed responsive email templates for Netspend's Direct Lifecycle Marketing team covering the Netspend brand along with PayPal, Western Union, Brink's, United Airlines and BET. Responsible for setting up recurring and ad hoc mailings and their respective database queries within IBM Watson Campaign Automation that went out to as many as one million customers. Also designed and developed landing pages specifically for certain mailings. Earlier Netspend stint involved working on new Card Acquisition and Activation sites in a Git Agile development environment.

Third Rail Creative - Front-end Web Developer

September 2015 - November 2016

Developed front-end code for 3rc enterprise client Charles Schwab for various pages that are housed under the "Trading" tab on schwab.com. Code was developed by 3rc and tailored for hand off to the Charles Schwab Web Publishing team. Additional work included landing pages and email development for Schwab's OptionsXpress services for Options and Futures Traders.

Voelter Minerals, LP - Webmaster, Creative Director

Summer 2009 - December 2015

Developed and maintained all iterations of the company website including a WordPress eCommerce version and a Zen Cart version. Responsible for all creative and technical decisions pertaining to online presence including design, development, analytics, optimization, social media, email blasts, hosting and more.

Bridgeline Software, Inc. / Indigio Group - Web Designer

June 2005 - January 2009

Designed and maintained web sites for various Bridgeline / Indigio clients. Duties included wire framing, usability testing, designing web page mockups and promotions and front-end markup.

SKILLS

Software/Web Services

Adobe Creative Cloud including Photoshop, Illustrator, InDesign, Dreamweaver and Acrobat. Additional tools include Sublime Text, BrowserStack, Litmus, Email on Acid, Constant Contact, iContact, JIRA, Google Analytics, Google AdWords, Google WebMaster Tools, Google Drive and Microsoft Office.

Programming/Development

HTML5, CSS3, Bootstrap 3, CSS Grid, Flexbox, JavaScript and jQuery. Additional experience and exposure includes SCSS, SASS, LESS, JSP, .NET, PHP, MySQL and SQL server.

CMS Applications

IBM Watson Campaign Automation (Silverpop), WordPress, Movable Type, Zen Cart, Interwoven TeamSite, plus additional exposure to Drupal, Joomla and DotNetNuke

Operating Systems

Apple macOS and Microsoft Windows

EDUCATION

Southern Methodist University
Dallas, TX 1992 – Business Administration and Art History