

QUALIFICATIONS

- HTML, CSS, SASS/LESS, JavaScript, JQuery, Bootstrap
- Magento, Typo3 Flux/Fluid/VHS, WordPress, MODx
- Photoshop, Illustrator
- Git, Command line
- Responsive data-driven UIs in desktop and mobile
- eCommerce site launches, redesigns, migrations
- Interactive apps and UI components
- Web performance optimization

PROFESSIONAL EXPERIENCE

Vitec Imaging Solutions (Daymen Inc, prior to acquisition) – Sr Front End Developer

7/2014–10/2019

- Created and supported eCommerce sites in Magento 2 Enterprise multi-store environment for JOBY.com, Lowepro.com, Manfrotto.com, Gitzo.com; sites sell thousands of products, are highly customized and translated into 23 languages.
 - Developed scalable responsive templates for frontend and Typo3 administrative backend, to be used by eCommerce managers to populate and manage all web content.
 - Migrated product data and UI components from Magento 1 to Magento 2 platform, refactored legacy code.
 - Developed responsive layouts for product and category pages, implemented theme customizations, coded all elements and rich content, including hot points, 360° rotators, sliders, galleries, video, product banners.
 - Integrated APIs to aid in conversion, such as social UGC Storybox, user reviews by Bazaar Voice and Power Reviews, Shopping Guarantee, localized content via Ajax GeoIP detection.
 - Programmed data-driven UI in JavaScript, PHP and CSS to automatically generate display of product specifications.
 - Completed timely Magento Enterprise system upgrades, patches and extensions installations.
 - Performed ongoing site and shopping cart optimization, reducing load time by 30% and improving cart abandonment rate.
 - Implemented new Wordpress themes for two brands, developed blog template and workflow process for marcom.
 - Developed web product launch process reducing time to market by 2x and significantly improving quality.
- Vitec ceased its US operations and closed its Petaluma office in October 2019.

Web Developer – independent contractor

9/2013–6/2014

- SRJC CS Dept.: Programmed components for the Math Skills web application using JavaScript, JQuery and Angular JS. Designed and implemented new directives, built new problem sets, maintained and debugged existing code.
- Zoomit Inc: Designed and coded responsive data-driven interfaces and templates for a new online ordering application. Implemented new homepage, mega menu, landing page and application layouts using HTML5, CSS3, JS/JQuery, integrated templates into the Python-based back-end framework.

Web Project Manager – Intel Corporation, Global Online Operations

2009–2010

- Managed multiple web projects for intel.com, such as product launches, campaigns, redesigns, migrations, and newsletters for Intel consumer, business and channel audiences. Sites in scope total 2,500 pages, translated into 4 languages and published on 3 information platforms. Stepped in as developer during critical launches.
- Developed and executed web marketing and production roadmap for intel.com/espanol and intel.com/portugues websites.
- Established scalable web publishing / localization workflow on enterprise CMS, reducing production time by 15%.
- Coordinated 6 web launches in 24 languages, worked with marketing, production, Geo and IT support teams globally.

Sr. Web Developer, Web Project Manager – Intel Corporation, IT Flex Services

1998–2007

- Executed and managed all web properties for Intel's Canadian and Latin American external websites.
- Developed a proposal, planned, programmed and launched a new French-Canadian localized site.
- Led front-end development and post-launch support of Intel's external where-to-buy e-commerce site.
- Designed, programmed and deployed external websites for Intel, using a combination of HTML/JavaScript/Flash/XML technologies. Acted as a liaison between marketing, engineering and external vendor teams.
- Supported US and international intel.com websites, published updates, integrated localized content, and performed regular site QA and maintenance.
- Gathered and analyzed weekly web metrics data and performed content optimization.

EDUCATION

Web Developer Certificate, Santa Rosa Junior College, CA, 2015
MBA, Information Technology, Sonoma State University, CA, 2009
A.S. Graphic Design, Mission College, CA, 1998