

# JOHN HANSEN

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[linkedin.com/in/johnhansen-ux/](https://www.linkedin.com/in/johnhansen-ux/)  
<https://jchansen925.github.io/portfolio/>

Skilled web professional with over 10 years experience building websites, mobile apps, responsive HTML emails and trade show displays for clients in the life science industry.

## SKILLS

- **Front End Web Development:** HTML | CSS3 | SASS | SEO | Javascript | Angular | Google Analytics | Wordpress | Git | Jira | Teamsite CMS | Concrete CMS | Adobe Photoshop
- **Responsive HTML Email Development:** Custom email template development | Litmus - Email on Acid | Veeva CRM | Salesforce Cloud | Veeva Approved Emails | Microsoft conditionals | Media queries | Ghost tables | Foundations for Emails
- **Digital Marketing:** SEO | Social Media Marketing | Website Accessibility
- **Educational Presentation Development:** Articulate 360 Educational Software.

## WORK EXPERIENCE

**Front End Developer** | VMLY&R, San Francisco, CA  
(09/2018) – (07/2022)

Designed, developed, and implemented over 30 pieces of web content including landing pages, dashboards, web/mobile applications, websites, responsive emails, and animated banners resulting in successful site integration and cross-browser compatibility. Interviewed clients and analyzed site/app data resulting in actionable development plans.

Built custom email templates for pharmaceutical and biotech clients using HTML, CSS. Templates either hand coded or build using the Foundations for Email framework. Templates tested in Litmus and Email on Acid to ensure proper rendering across all major email clients.

Designed, developed, and implemented technical documentation on over 30 applications resulting in accurate application documentation.

Clients include:

- Johnson & Johnson
- Pfizer
- Genentech
- Novartis

**Mobile Developer** | Viscira/Sudler & Hennessey San Francisco, CA  
(03/2012) – (09/2018)

Designed, developed, and implemented over 20 hybrid HTML/Native mobile applications for over 12 pharmaceutical companies including Bayer, Genentech, and Bristol Meyers Squibb resulting in increased drug orders from patient care providers.

Designed, developed, and implemented 6 wide screen applications for touch-screen devices used at over 10 trade shows and conferences resulting in an increase in brand awareness and user engagement.

Managed and maintained all facets of trade show process including travel, set up, trouble-shooting, and product training/display resulting in excellent customer service, high client satisfaction, and mastery of application.

## **E D U C A T I O N**

BA, Communications | University of San Francisco, (2002)

Multimedia Development and Programming | San Francisco State University Extension, (2015)

Additional Course work in UX Design | Google, Career Foundry

Digital Marketing & E-commerce Certificate | Google (2023)