

# WILLIAM MADDEN

## WEB DEVELOPER

📞 503-708-7753

📍 PDX, OR

🐙 Github Account

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A highly driven web development professional with years of experience, always on the lookout for new exciting challenges and opportunities to explore, learn, and grow. As a developer I seek to affect meaningful change in our world, using technology to bring people together in the spirit of collaboration and investigation to move towards ever better and more practical solutions; I believe there is always a solution to any given problem.

## EXPERIENCE

### Front-End Developer

#### Full Service Funnels

📅 OCT 2021 - JAN 2022 📍 Portland, Oregon - (contract)

#### Accomplishments and responsibilities

- Create and manage 1k+ web pages with a proprietary page-build platform built on grapes JS
- Update and optimize existing content, as well as develop new site templates and features
- Troubleshoot and solve integration issues
- Data analysis and system optimization

### Lead Front-End Developer

#### Schoolhouse Electric CO.

📅 JAN 2020 - FEB 2021 📍 Portland, Oregon

#### Accomplishments and responsibilities

- Maintain and manage Shopify eCommerce website for major producer and distributor of high-end heirloom home lighting and appliances
- Update and optimize existing content, as well as develop new site features
- Plan and manage project from initial proposal through QA to deployment. Coordinating cross-department and cross-functionality communication while consistently meeting or exceeding deadlines
- Cross platform and 3rd party integration

### Front-End/ Technical Support

#### Dealer Spike

📅 NOV 2017 - JAN 2020 📍 Wilsonville, Oregon

#### Accomplishments and responsibilities

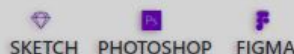
- Research, develop, and implement, plug-and-play Shopify eCommerce integration using Vue/Vuex to leverage the Shopify storefront GraphQL API solution for the entire platform. The result was Dealer Spike's first third party integration that leverages the GraphQL API standard.
- Develop training curriculum and in-house developer documentation for open-source analytics platform Matomo (formerly Piwik). Develop strategies for leveraging the Matomo JS API for creating custom conversion tracking to improve the accuracy and integrity of collected data
- Regularly exceeds KPI targets. Recognized for being among the top 3 performers in the support department for the last 5 months running.

## TECHNOLOGIES

### Languages & Frameworks



### UI & Design Tools



### Project Management & CMS Platforms

