

# **Will Bowling | Web Standards Designer & Developer**

Email - [tiltedcircle@gmail.com](mailto:tiltedcircle@gmail.com)

Phone - 727.369.8910

Portfolio - [www.WillBowling.com](http://www.WillBowling.com)

## ***Summary of Qualifications***

I am a web standards based designer and developer that thrives implementing and designing findable, usable and accessible interface designs for most modern browsers and mobile/handheld devices. I use HTML5 and CSS3 in my day-to-day projects. I am an early adopter and always challenge myself in finding the best way to use the newest methods and techniques in today's competitive market.

## ***Technical Skills***

XHTML • HTML5 • CSS • CSS3 • Web Standards Development • User-Centered Interface Design • Mobile Design and Development • Accessibility • jQuery • Visual Design Principles • CMS Development • Ajax • Cross-Browser/Platform Development • PHP • Usability • Site Optimization Strategies • MySQL • Findability Strategies • Fireworks • Photoshop • Illustrator • Social Marketing • HAML • SASS • Macintosh OS X (*preferred*), Linux & Windows 7

## ***Software***

Adobe CS5.5 Master Collection, QuarkXpress™, Final Cut, Pro Tools and Microsoft Office

## ***Languages***

English (native), Spanish (conversational)

## ***Experience***

### **06/11 – 08/11 – Sparkfly, Atlanta, Georgia**

Sr. Web Developer

Created and implemented a PhoneGap solution to the mobile web app for use with iOS and Android devices. Created and/or maintained all corporate branding for the mobile design and it's resources. Maintained HAML, SASS, CoffeScript code via github and StaticMatic. Lead and optimized email marketing campaigns in MailChimp using HTML templates and Smart Merge Tags.

### **01/11 – 06/11 – The Home Depot, Inc., Atlanta, Georgia**

Front End Developer - Contract

Redesigned the payment method page and implemented the "Buy Online and Pick Up in Store v2.1" feature in the checkout process. In charge of creating and maintaining a Front End Development Style Guide for our FED department. Assisted in the long-awaited drop of Internet Explorer 6 support and the cleanup of code that followed.

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### **10/10 – 12/10 - IDSTC, Tampa, Florida**

#### **Web Designer**

I created a mobile app version of the software that will soon be offered to clients as an add-on product that will accompany our MLM software solution. I am also constantly implementing sensible CSS3 and jQuery/MooTools into all of our templates to be more "iPad friendly" and more customizable for the other designers and developers.

### **07/10 – 10/10 - NTeyes Inc., Tampa, Florida**

#### **Marketing and Art Director**

Redesigned NTeyes.com website built on WordPress 3.0.1. Installed and implemented a Magento e-commerce solution. Created and followed through on brand identity for all marketing outlets.

### **03/07 – 07/07 | 10/09 – 7/10 - BobCAD-CAM Inc., Clearwater, Florida**

#### **Lead Web Designer/Developer**

Constructed a new user friendly and search engine optimized website. Implemented and maintained jQuery libraries in all websites. Redesigned and tripled web traffic to <http://www.bobcad.com>. Efficiently produced html e-mail campaigns to quickly raise distribution of software. Design new logos for current and new software bundles. Aided in design and production of postcards and brochures for mass mailings.

### **07/07 – 07/09 - TAP Publishing, Crossville, Tennessee (WeatherTAP.com)**

#### **Web Standards Designer/Developer**

Designed and implemented the new user interface and design for WeatherTAP.com and its daily user base of 10k+. Responsible for optimization of front end XHTML and CSS of current and new company websites. Optimized and delivered a unique system of organization to aide in development and production on the web farm. Collaborating with partners and supervisors to gradually enhance the corporate image of the company. Designed and built the mobile interface for the first version of <http://m.weathertap.com> (since redesigned). The need for a lightweight and speedy mobile application for both iPhone and Blackberry were essential.

### **01/07 – 03/07 - Idearc Media, publisher of SuperPages.com, St. Petersburg, Florida**

#### **Web Developer - Contract**

Assisting advertisers with the production of their website. Production of at least one web site a day. Developing rapport with established advertisers for unlimited revisions. Responsible for calling and gathering content for advertiser's sites. Maintaining quality web sites and content for pay per click advertisers.

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## **04/06 – 12/06 - eNox Media, Tampa, Florida**

Senior CSS Web Developer and SEO architect

Assisted on Design process of major projects. Responsible of development of web sites from ground up utilizing Search Engine Optimization. Instilling Web 2.0 guidelines for overall look and feel of all projects. Primary Graphic Designer for timely in-house and out-sourced print jobs.

## **04/05 – 04/06 - In Touch Media Group, Clearwater, Florida**

Online Multimedia Manager

Consistently led and maintained online presence and technology for existing and new clientele. Maintained and developed relationships with existing and new contractors. Controlling site optimization for Search Engine Marketing campaigns. Demonstrated skills involving Search Engine Optimization with CSS and XHTML. Ensuring clients with quick and reliable service throughout their campaign.

## **04/04 – 04/05 - Hartwell Classic Apparel, Hartwell, Georgia**

Junior Designer

Responsible for the design of CSS based email blasts. Creating Customized emails and flyers for current promotions or sales kits. Lead Photographer for product shots and model shots. Primary label designer for new product hangtags or loop labels.

## **03/03 – 04/05 - New South Publishing Inc., Atlanta, Georgia**

Freelance Designer

Responsible for the design of the new KNOWAtlanta website. Utilizing CSS for the layout of the KNOWAtlanta site. Responsible for the quarterly KNOWAtlanta site updates.

## **01/03 – 10/03 - Digital 21, Atlanta, Georgia**

Web Designer - Contract

Designed NAPPR.net website. Incorporated CSS for navigation of NAPPR.net.

## **08/01 – 05/02 - SagÈ Creations, Atlanta, Georgia**

Freelance software instruction and Graphic Design

Assisted client with design ideas for children's book. Instructed client on use of design software. Familiarized client with the Macintosh environment.

## **EDUCATION**

The Art Institute of Atlanta, Atlanta, Georgia

June 2004 - Associate of Fine Arts in Multimedia/Web Design.

*References Available Upon Request*