Mark E. Curtis

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SUMMARY

Self-motivated software engineer with over 14 years of experience within the tech space delivering scalable web applications. Proficient in architecture that builds towards better user experiences and creates efficiency across developers. Able to take into account various design scenarios and understanding of different creative needs to address use case studies. Strives for user accessibility in all web products to serve a greater audience. A leader that is gifted in problem-solving, identifying the root cause, and thinking big picture to achieve business outcomes.

SKILLS

Considerations: Accessibility, Browser Compatibility, Multi-Departmental Collaborations

Frameworks: Angular, Foundation, jQuery, Node.js, React, Vue.js

Programming Languages: CSS, HTML, HTML5, JavaScript, PHP, SASS, TypeScript

Software: Figma, Git, Illustrator, JIRA, NPM, Photoshop, Slack, VS Code, Zeplin

EXPERIENCE

Continuous Learning   **March 2025 – Present**
Personal

Keeping up to date on the latest of technologies such as Angular 20, as well as branching out into technologies not previously used, such as React, Tailwind, and AI. These products provided an opportunity to stay fresh and current.

- Created multiplayer online word game utilizing React, Tailwind, NodeJS and Socket.io.
- Made game in Vue also taking advantage of sound and vibration for more immersion
- Built tool for brewing pour over coffee in React and Tailwind
- Architected full packaging of website using Docker, Docker Compose, and a makefile

Uncommon Goods | Brooklyn, NY   **July 2013 – February 2025**
  Front End Architect

As an ever evolving ecommerce brand, the work at Uncommon Goods spanned from large architecture projects to small features requested by shareholders. Starting out with very basic CSS, Javascript and jQuery, on top of JSP pages, the work later developed into utilizing SASS, TypeScript, Angular and Vue. These pages were also Server Side Rendered for performance and SEO considerations. Outside of directly coding, the work also involved code reviews, mentorship and decision making as a representative of front end technology needs.

- Converted page to PWA resulting in a 35% increase in return users, improving performance by 10%, and increasing SEO ranking by 15%.
- Built and maintained two component libraries, one in Angular the other in Vue.js, both available as NPM packages, decreasing time to market for future projects by 20%.
- Utilized Node.js and shell scripts to develop framework for internal projects using Vue.js, decreasing time to market by 10x.
- Devised hooks into internal admin to allow easier and faster content changes by multiple departments for the website, saving $2M development costs.
- A/B tested multiple designs of feature functionality, using Google Analytics to determine the better experience, resulting in a measured difference in $10+ million dollars per year.
- Lead in converting to responsive layout, eliminating need for two code bases – mobile and desktop, decreasing cost of design and development by half.
- Collaborated with the Creative Department over multiple site-wide rebranding initiatives.
- Built checkout from the ground up, allowing for rapid changes, and increasing conversion by 10%.
- Developed "Wish List" functionality, resulting in a 5% increase in annual revenue.
- Created "Experience" products, which generated over $10K in its first month of availability.
- Implemented Apple Pay accounting for 5% of revenue.
- Established Dynamic Delivery Dates on Product pages, prompting additional $1M in revenue within first weeks of implementation

iHeartMedia (formerly Clear Channel Communications) | **June 2010 – June 2013**
Manhattan, NY
  Front End Developer

Worked with a variety of clients (e.g. Virgin, Coca-Cola) to create experiences and promotions. These often were through the use of forms to get customer data, on pages styled with CSS and some light JavaScript for any more dynamic functionality, such as form validation, if needed.

- Developed interactive games to create and foster continued interest in a variety of brands and events.
- Updated Jingle Ball webpage for initial mobile-friendly accessibility.
- Managed Facebook "Like-Gated" contests.
- Increased Z100's Google+ followers from approximately 300,000 to 600,000+ users.
- Consulted on process to alter websites to a mobile/responsive layout.

AECOM Consult (bought out Urbitran) | Manhattan, NY   **September 2007 – June 2009**
Visualization Specialist

- Developed websites and graphics for planning and architecture solutions using 3ds Max, Dreamweaver, Illustrator, InDesign, and Photoshop.
- Completed a project for Metro North Railroad by improving presentations for print, editing existing illustrations and designing a brochure detailing the advantages of Transit Oriented Development.
- Rendered illustrative photomontages for the Nassau County Department of Public Works.
- Produced visual simulations and animations for projects involving issues of urban planning, infrastructure, resource management, land reclamation and development, and landscape ecology in both 2D and 3D using 3ds Max, Dreamweaver, Illustrator, and Photoshop.
- Animated a 3D fly-through by illustrating how a proposed tunnel for a local college campus would feel to students and faculty for Marist College.
- Created a large bird's eye aerial of an area, unified the illustrations used throughout the report, and illustrated proposed changes to existing areas for the city of Glen Cove.
- Launched organization websites www.glencove-cedarswamproad.com/ and www.brookhaven2030.org.

Niki Jones Agency | Port Jervis, NY   **February 2007 – September 2007**
Animation Specialist

- Designed advertisements for numerous publications and clients and redesigned websites for increased efficiency.
- Converted client website (www.vbaras.com) from HTML to Flash for smoother loading and richer user experience.
- Participated in multi-departmental meetings and reviews.

EDUCATION

The Art Institutes | Philadelphia, PA   *Bachelor of Science, Media Arts & Animation*

Bradley Academy for the Visual Arts | York, PA   *Associates, Specialized Technology*