

# MICAH PIERCE

Front End Web Developer & Web Designer

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## EXPERIENCE

### **Burlington Stores, Burlington, NJ – *Web Developer / Content Creator***

October 2013 - PRESENT

I was hired to be part of the team launching the initial site redesign. My responsibilities evolved to full on Web Developer. Within a year we launched the mobile and tablet versions of the site. I currently manage & maintain the framework and design for both of these versions as well as support the IT partners in the development and design of the Main redesigned site. I also managed the spanish version of this site.

### **Pena Productions, Atlantic City, NJ – *Graphic & Web Designer***

April 2013 - October 2013

I was brought onboard to help develop Wordpress sites for Pena Productions' multiple sub properties as well as maintain analytics, and graphic design aspects of these sites.

### **Dealer Synergy, Audubon, NJ – *Graphic & Web Designer***

July 2012 - March 2013

I mostly worked on CMS based development as well as a few hand coded sites for clients of this company.

### **Freelance, – *Web Development & Design***

July 2012 -PRESENT

I regularly develop and design web pages and complex web applications for various companies. The usual process saw me Developing a UX and UI design for each page, then building an architecture behind these pages to support whatever the client required. The use of SASS, LESS and other languages (as always) was standard, as well as clean and concise code.

## EDUCATION

## SKILLS

Proficient with all Developer Tools and Firebug: DOM manipulation, emulation, and resource optimization. Regularly debugged and fixed iOS/Android quirks and bugs while running emulated site from own machine. Experienced in extensive debugging and building site structure.

Over 4 years of Experience with HTML, CSS, Javascript and JQuery development as well as UX and UI Design.

Built complex web architectures to support mobile and tablet versions of sites, based on original design by Mobify.

Over 5 years of experience with Adobe Suite.

Regularly created UX and UI Designs and built sites based on feedback and final approvals.

Working mastery of Analytics, and SEO for **modern** web sites.

Working from design implementation based on patterning and analytics to the final development of a site.

Firm believer in **Mobile First**. As such, was brought on to help launch Burlington Stores redesigned site, and later Mobile and Tablet sites.

Extensive experience working with Media Queries and responsive and rotating screen sizes.

## **ONLC Training Centers, Online – Javascript / jQuery Certification**

August 2015

This course essentially solidified my prior JQuery and Javascript knowledge as well as providing a hard certification for reference purposes.

## **Cumberland County College, Vineland, NJ – Associate's in Applied Science, Web & Graphic Design**

2009 - 2012

This essentially was my formal introduction into web design and development. Although I had learned and coded web pages before college, this gave me a much better understanding of the web.

Optimizing sites to load as fast as possible.

Building and coding forms, and login frameworks.

### **LANGUAGES**

HTML, CSS, JavaScript, JQuery, SASS, LESS, DUST.JS, Zepto, Mustache,

### **PROJECTS**

#### **Burlington Mobile Site**

Although I started at burlington before the initial redesign of the desktop site, I did not have a large hand in its UX and UI design and development. With the mobile site, I was part of the team that implemented this complex web application. I currently manage and maintain all the updates, changes and debugging as well as implementation of new technologies into this framework. I also oversee any design changes or requests for updates. This site runs on Zepto, JQuery, Dust.js, Bootstrap.JS, HTML, CSS3, SASS, and LESS. Developing these technologies required a working mastery of these languages and libraries. Since its implementation mobile has 51% of traffic, 53% of sessions and 42% of revenue and is growing each day.

#### **Burlington Tablet Site**

With the tablet site, I was part of the team that implemented this complex web application. Although it's based on the same languages as mobile (Zepto, JQuery, Dust.js, Bootstrap.JS, HTML, CSS3, SASS, and LESS), It is a completely different framework. Due to the larger screen size and different audience (based on research I did on patterning and analytics), the Tablet site had to be more complex. This is mainly due to the varying screen sizes (that magic that happens when you rotate your device) as well as what people expect to see in a device designed to run on WiFi and not cellular service. I currently manage and maintain all the updates, changes and debugging as well as implementation of new technologies into this framework. I oversee any design changes or requests for updates.

#### **Micahipierce.com**

This being my personal site, I was able to really sit down and develop it

the way I wanted. It had to be responsive, but didn't need an insane framework such as other retail or ecommerce sites might. I decided to use bootstrap.js, SASS and LESS along with JQuery, Javascript, HTML, and CSS3. I wanted to show the potential every site has. This site is fully responsive and was hand coded. I regularly use it as a reference for clients to show them that anything can be done beautifully, responsively and with careful detail and consideration.

***Be sure to ask me about other projects. These are just my last three.***