

# MICAH PIERCE

Web Developer / Web Designer

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## EXPERIENCE

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

October 2013 - PRESENT

- Work with VP to regularly report updates and schedule changes as well as deadlines and priority of changes based on Analytics and User Experience testing.
- Regularly meet with analytics teams to review Data and set up user experience tests
- Manage Burlington Desktop, Mobile and Blog sites, from UX design, through QA phase until the final deployment.
- Manage all Front End Development for dynamic mobile framework, as well as Blog site.
- Regularly debug and develop with Google Chrome and Canary Developer Tools.
- Build mobile framework to dynamically process code and redistribute to mobile site.
- Manage the research and development of performance updates and SEO based changes and the impact on the business.
- Regularly hand code HTML, JQuery, Javascript, CSS and their associated libraries such as SASS, LESS, Angular, DUST, ZEPTO and much more.
- Regularly code with media queries and responsive design, always using the latest and best practices.
- Build Web Application interface using Backbone and jQuery using build tools such as bower, grunt.
- Regularly code and managed dynamic template database.
- Expertly prioritize & manage projects & time in a highly demanding, fast-paced work environment
- Spearhead, develop & encourage implementation of departmental/cross-departmental standards, practices and processes with a purpose to create organization that simplifies workflow, decreases overall work time and increases productivity in a startup environment
- Train, develop, support and mentor team members on coding as well as development.
- Delegate work to developers and team members.
- Developed new QA process for testing latest builds on Github as well as code changes, to reduce risk of buggy code. This process is still being used today.
- Developed Analytics and User Testing Process working with cross functional partners to perfect and execute process on a bi weekly basis. This process is also still used today.
- Git version control via command line interface.
- Manage testing of email campaign as well as designing and developing various email campaigns.

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

April 2013 - October 2013

- Worked directly with Company CEO on vision for client sites.

## SKILLS

- Strong understanding of industry trends and content management systems
- Skilled in multitasking and working on several projects simultaneously
- Experienced in communicating with the analytics team and clients
- Very comfortable and passionate about adopting ideas and bringing them to life through technology
- Well-organized with an ability to prioritize tasks
- Highly drive to meet deadlines
- Capability to work and flourish in fast-paced environment

## TECHNICAL HIGHLIGHTS

- Over 4 years of experience programming cookies and Local Storage to web and mobile browsers.
- Proficient with all Developer Tools and Firebug
- Over 6 years of Experience with HTML, CSS, Javascript and JQuery development as well as UX and UI Design.
- Over 7 years of experience with Adobe Suite.
- Over 4 years of experience working with Dynamic web pages and builds using such languages as Angular, DUST, Mustache (for dynamic mass emails) and Zepto
- Front-End Libraries - jQuery, React.js, Angular.js, Dust.js, and more
- Content Management Systems - WordPress, Joomla, Orchard, Drupal 6, Guidance, and more.

- Regularly managed multiple vendor sites, with weekly code updates
- Developed CMS based sites from Conception to launch standard web development tools like Adobe Suite, HTML5 CSS3 Javascript and JQuery
- Worked with multiple CMS's such as Wordpress, Joomla and Drupal.
- Regularly integrated social media into site structure with various developed plug-ins and add-ons for SEO benefit.
- Managed Meta-tags and SEO strategy as well as Google Analytics.
- Managed content design as well as marketing strategy

• Web Applications - Node.js, Ruby on Rails, PHP, Zepto.

• Testing - User Testing, Maxymiser, Xcode etc.

• UI/UX - CSS, HTML, jQuery, etc

• Branding and Social Networking - Twitter, Facebook, etc

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

July 2012 - March 2013

- Worked Directly with company president and CEO as well as Executive staff on vision for company sites.
- Managed all the Web Design and Development for the company.
- Managed two web designers and directed all content and code changes, overseeing work and delegating projects.
- Implemented best practices on SEO which are still being used today.
- Introduced the use of Google Analytics to clients in order to give them perspective of visits and bounce rate of their businesses.

## **Freelance, Cherry Hill, NJ — *Web Developer***

July 2012 - March 2013

- Created branding and portal for large scale fast food industry client.
- Worked with Individual managers and executive team to develop marketing strategy and interior website redesign using the Standard web design coding practices such as HTML, CSS, Javascript and more.
- Managed web design and development for multiple small businesses, ranging in scope, client base and goals.
- Managed all code changes and updates depending on the industry and needs.
- Gave clients insight into their businesses with Google Analytics and tips for ranking their business with SEO.
- Helped clients develop and design brands from the ground up.
- Tailored multiple CMS's like Wordpress and Joomla to meet client's needs.

## **LATEST PROJECTS**

### **Burlington Stores Desktop Site**

- Met and worked with VP of Ecommerce to develop UX strategy based on clear KPIs and Google Analytics goals.
- Developed pages and page architecture within main site dependent on interior client's needs or special business goals as well as product hierarchy.
- Coded with HTML5, CSS3, PHP, Javascript and jQuery.
- Managed A/B tests using Maxymiser (Oracle) tool.
- Managed Multiple global updates on a weekly basis and presented changes to team as well as executive branch regularly.

### **Burlington Stores Mobile Site**

- Developed mobile framework to dynamically work based on content from desktop site.
- Managed the development and research of all UX design and development of templates and pages.
- Introduced drastic changes based on research and User Data as well as pain points (identified via bounce rate per page on google analytics)
- Coded with HTML5, CSS3, DUST templating engine, ZEPTO, SASS

Javascript and jQuery.

- Managed all releases and code changes and communicated changes to team and executive branch.
- Introduced new QA plan for code changes among subordinates and cross functional partners.
- Developed functionality which used cookies and alternatively Local Storage to store user data.

### **Burlington Blog**

- Managed UX/UI design and development for Burlington blog using such tools as HTML, CSS, JQuery, Bootstrap, Oracle CMS and MySQL
- Delegated work to subordinates and managed post launch operation of site and regular code review.

### **Burlington Review Email Campaign**

- Managed the A/B testing of various versions of emails being sent out to customers who placed orders, asking them to review their purchase
- Regularly navigated and used Bazaarvoice portal to test said mass emails and their versions.
- Coded all emails to work across all browsers and devices, using tools such as "Email on Acid"

## **EDUCATION**

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

August 2015

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

2009 - 2012