Senior UI / Front End Web Developer Senior UI / Front End Web Developer Senior Front End Web Developer & UI Guru Las Vegas, NV Over the years I've grown from a graphic/web design, to interactive design, online advertising production and email marketing to e-commerce, full stack development, system administration and some DBA. All self taught! It's given me an incredible range of experience that I've soaked in like a sponge. Company revenues have exploded with every position I've taken, is your company next? Authorized to work in the US for any employer Work Experience Senior UI / Front End Web Developer Freeway - Las Vegas, NV November 2018 to Present [REMOTE POSITION]   Create React / Redux admin panels for customer facing and internal use   React Native for mobile app creating - navigation, screens and overall UI   Integrate with exposed Node/Express API with PostgreSQL   Landing page design and development in WordPress Front End Web Developer / Full Stack Developer Independant Contractor - Las Vegas, NV June 2017 to November 2018 [REMOTE POSITION]   React / Redux SPAs, admin and API integrations   Shopify theme building, customization and performance optimization   WordPress website build and theme   Landing page design and build with mobile optimization   Business card and logo design Full Stack Web Developer Orchard Labs Inc. - Toronto, ON April 2016 to March 2017 Design, develop and maintain the Orchard online storefront and customer tools. This included search engine landing pages, product search results, customer flow (UI/UX) and optimization of shopping cart, checkout and more.   Design, build and maintain the online storefront and customer tools   Customization and optimization of search engine landing pages   Optimization of user experience and interface for product search and results   Overall UI/UX customer flow optimization including updated checkout and cart   Updated checkout process to increase avg. revenue/conversion by 22%   Added unique checkout features to drive additional customer sales   Optimized product search to help reduce customer support load by 25% Full Stack Web Developer / Technical Director Blue Star Nutraceuticals - Guelph, ON April 2009 to November 2015 [REMOTE POSITION]   Blue Star is a sports nutrition and supplementation company with 95% of their sales coming from online sales. In 2009 I built Blue Star a custom eCommerce platform to leverage every ounce of data possible to increase conversions. In the beginning monthly revenues were in the

$1,500/mo. range and over time with an incredible amount of tweaking, reporting and 3 major platform iterations monthly revenues grew to $1.5M/mo. and growing... a whopping 1000x growth.

 Build and maintain custom ecommerce solution   Constantly test to increase website performance through server administration, caching, service workers, slave databases, cloud distribution, gzip delivery, CDN (AWS) and common practices   Mobile optimization and specific UI build as analytics showed a shift in device demographics   Dynamic landing pages based on Adwords and Facebook Ads Senior Front End Web Developer / Creative Director EvolveNetworks Inc. - Toronto, ON August 2007 to April 2009 EvolveNetworks was a startup company looking to create a product to enter the online dating market, similar to Match.com. I was hired to bring my expertise of the online advertising and marketing world in regards to material design and performance. In the first 8 months revenues were increased by 150x with subscriber rates dramatically increasing month over month to over 2.5M.   Manage a team of 4 designers to create engaging marketing materials including landing page design, web banners, email design and print related materials   Develop solid user stories and storyboard our UX strategies in regards to business requirements   Design and develop the UI based on above user stories and screen development   Work directly with business development team and project managers to deliver materials on time and on budget Senior Designer / Art Director AzoogleAds.com Inc. (later Epic Advertising) - Markham, ON August 2003 to August 2007 AzoogleAds was in its infancy when I was hired in 2003. Built to take on other advertising giants like DoubleClick and CPM giants like Commission Junction, AzoogleAds opted to primarily operate as a CPA network at first. I was hired to head their creative division and tasked first to give their online offers a face in the way of landing page web design, banner design and email campaign design.   Helped most campaigns boost conversions from 2-200x, which helped AzoogleAds grow from a small startup to a multi-city $300M+ company.   Worked with business development, media buyers and affiliate managers   Created engaging landing pages, emails and banners   Created trade show booth and magazine materials Education Some college Skills Javascript (10+ years), JQuery (9 years), Node (4 years), React (3 years), Redux (2 years), HTML5 (6 years), PHP (10+ years), MySQL (10+ years), Photoshop (10+ years), Illustrator (10+ years),

SVN/Git (10+ years), CSS/Less/SASS (10+ years), UI (10+ years), Front End (10+ years), User Interface (10+ years), Front-End, Bootstrap, CSS3 Assessments Graphic Design Skills   Expert March 2019 Measures a candidate's ability to create visual media to effectively communicate information and concepts. Full results: https://share.indeedassessments.com/share_assignment/hsvsqqyfqojflhnl   Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field. Additional Information Orchard Labs and Blue Star Nutraceuticals will provide any reference you may need.

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