adam **fisher**

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TOP TALENTS

- **Developing web and mobile applications from a marketing perspective**
- **Crossing the intersection of user experience and user behavior**
- **Specializing in digital marketing strategy from a mobile perspective**
- **Specializing in web and hybrid mobile development that looks native**
- **Building software and software development teams**
- **Designing user interfaces as well as software architectures**

SKILL SET

Marketing	Technology
Marketing Technology Architecture Team Building & Leadership Marketing Automation UX Architecture Customer Development Channel Marketing UX Design Project Management	**Web / Hybrid Mobile** (HTML, CSS3, Javascript, jQuery, AngularJS, Ionic, Bootstrap, SASS, Gulp, JSON, REST, Github, Cordova, Jasmine, JSP) **Server / PAAS Platforms** (Tomcat, Apache, NodeJS, Openshift, Firebase, Parse, PHP, Java, SOA) **Database Platforms** (mySQL, PostgreSQL, mongoDB) **Mobile Native Engineering** (Swift, Android Studio) **Methodologies** (AGILE, Rapid Prototyping, OOP, TDD) **UX Architecture**

EXPERIENCE

Transamerica
Director, Mobile Development 2016-current

- Rewriting current mobile enterprise in Cordova, AngularJS, Ionic.
- Rewriting web services to optimize data delivery
- Developing continuous integration to push on agile schedule
- Bypassing app stores for hot deploys
- Integrating marketing automation to serve relevant messaging

Transamerica
Director, Web & Mobile Development 2014-2016

- Conceptualized, planned, and executed responsive designs and architectural frameworks for a wide range of website and mobile properties
- Centralized mobile development by creating reusable components that are designed to be agnostic of encapsulating systems, and that can be leveraged into a number of other projects, accelerating development
- Overhauled and simplified current mobile security model to integrate TouchID and Keychain Access
- Rapidly prototyped new capabilities to assess usability of PAAS, BAAS, mBAAS

Transamerica
Director, Web & Mobile Strategy 2013-2014

- Created effective marketing messaging using web and mobile technology
- Collaborated with internal customers and the editorial team on marketing technology in sales finals
- Created mobile augmented reality engine to enhance marketing print design
- Established cloud based tag management system to unify disparate marketing systems (Salesforce, Hubspot, ExactTarget, Google Analytics, Data Mart) as well as take real time actions in big data initiatives

Transamerica
Senior Developer 2009 - 2013

- Designed and built in house technology demonstration platform for use with internal and external customers
- Established process for SDLC for mobile applications from design to quality assurance to delivery through Google Play and Apple App Store
- Developed and maintained custom mobile event application for use with client and industry conferences
- Created Retirement Outlook Estimator® mobile retirement income modeling tool

Transamerica
Developer 2000 - 2009

- Designed, developed, and deployed kiosk network used by healthcare systems nationwide
- Worked as member of a 4 person team to develop Retiretek (currently *OnTrack* ®), an interactive retirement forecast modeling engine, Winner of Yahoo 100 best sites
- Spearheaded in-house green screen studio and video technology for use in Adobe Flash interactive content
- Developed interactive content for all website properties

EDUCATION
Bachelor of Science in Business Administration in Marketing
Western Carolina University