|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Richard Bailey  Designer / Developer |  | |  |  | | --- | --- | | * [Portfolio](http://additiveinverse.com) * [GitHub](http://github.com/additiveinverse) |  | |
| \_\_\_  Mission |  | I am a seasoned UX developer and designer. I live and die by user-centered application design and pragmatic coding practices. I have a soft spot for team building, mentoring, and UX/UI architecture. I am a bit of a mad scientist. |
| \_\_\_  Experience |  | Contentwatch UX Developer & DesignerJULY 2016 - PRESENT I designed and developed new UX features with a focus on funnel optimization. I worked closely with stakeholders to develop information architecture, visual design and development strategies for a number marketing initiatives. I helped standardize workflow, estimation and deploy processes. Using adobe creative suite plus tools like uxpin, git, gulp, sass, and jquery I helped to make these projects not only brand focused, but compelling. Brash Beers Art Director + DesignerJULY 2013 - PRESENT I worked with the founder to establish brand identity and visual guidelines. I created art for all the packaging, glassware, as well as t-shirts and merchandise sold at the brewery. eBay Enterprise Lead UI DeveloperAUGUST 2010 - MARCH 2016 I helped implement semantic front end ecommerce solutions for Petsmart, Ralph Lauren, and Timberland. I was involved in interviewing, mentoring and training developers in web standards, modular CSS approaches and emerging browser technologies. I also led a UX prototyping team that utilized technologies such as HTML5, CSS3, Responsive Web Design, LESS, Gruntjs, Angularjs, jQuery/UI, Jstl, CakePHP. Additive Inverse LLC Visual Designer / DeveloperJULY 2008 - JANUARY 2011 I provided my agency clients with an array of services including project planning, visual design, user experience design, and front end development for a variety of open source content management and ecommerce platforms (Drupal, Wordpress, and Textpattern) Pixeldust Interactive Front End DeveloperOCTOBER 2005 - JULY 2008 Focused largely on Wordpress theme development, I worked within a small team of cross discipline developers and designers to deliver dynamic web projects for a wide variety of clients and industries. |
| \_\_\_  Skills |  | Developing people, process and products are my passion. I love working closer to the top of the stack. I've lead enterprise UI teams with a lean startup mentality. I've spent some time in the creative salt mines of an agency environment. I've had a couple years of leadership and UI architecture under my belt. I like what those things have done to my brain.  I know my way around UX design principles, information architecture, and front end performance tuning. Using tools like Angularjs, Wordpress, CraftCMS, Grunt, Powershell, Sublime text; I've designed and built everything from marketing & ecommerce sites to mobile apps that consume Restful Api's. Most of all, I like solving problems. |