**Andrew Gardner**

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**Experience**

**Web UI**

New Balance, Sunset Hills - MO, Sept 2019 – Current

Develop content assets to be used on site and in emails. A/B testing to optimize changes to increase the site overall performance and ROI.

* Demandware / SalesForce
* Foundations CSS – build and optimize streamline CSS

**Lead UX / UI**

Scrubs and Beyond, Des Peres - MO, May 2018 – Aug 2019

Advise direction for creative and sales to help draw users to the most impactful portions of the site while assisting with the sites overall UI/UX front-end performance using UX tools to make data driven decisions.

* Directed/advised teams on technical restrictions based on designs and best practacies.
* Auryc – Data & UX collection platform used to guide decision making.
* Monetate – A/B testing / Proof of concept / Prototyping / time sensitive promotional content.
* Magento 1 & 2 Admin management – Find creative solutions to solve everyday problems.
* CSS / LESS / Javascript updates to enhance the site
* Salsify – Cloud based PIM / Data feeds
* Marketing – Brainstorm and implement ideas to attract users to certain aspects of the site.
* Misc – Jira, Monday, hotjar, Scene7

**UX / Interactive Developer**

Maritz, Fenton - MO, May 2016 – 2018

Updating older platforms into responsive templates that can be applied to a fleet of sites in mass as well as unique standalone sites. In addition to creating custom landing pages and experiences for events and campaigns.

* HTML5 & CSS3 – Update old designs as well as new to be responsive.
* jQuery & JavaScript – Create custom navigations and experiences unique to brands.
* Marketing – Working with branded content through the user’s journey.
* ATG & TFS – managed and updated multiple sites within a single environment

## Front-End Developer

Deck Internet Solutions / Deck Commerce, Brentwood - MO, Sept 08 – Feb 2016

Developed sites with clients from concept to completion. Supported sites with front-end updates, product feeds, email and tech support along with supporting in house IT needs.

* HTML5 & CSS3 – Coded templates from scratch and made them responsive.
* jQuery & JavaScript – Developed navigation, product filtering and other tools.
* Newsletters – Designed and coded newsletters to be sent from vendors like MailChimp.
* (SEO) Search Engine Optimization – Best practices of site design and content/information.
* XML – Used and translated XML to create product listings that were sent to sites like Google, Bing, Etc.
* (GA GTM) Google Analytics/Tag manager – Tracking to better understand customers.
* CMS Platforms – WordPress, Volusion, Joomla, Wix, SquareSpace, Shopsite, BigCommerce
* Data feeds – Produce product feeds to Google, Bing, Amazon along with site updates via feeds
* DNS – A record, SPF, C name, etc.

**Skills**

* Web – Html 5, CSS 3, LESS, CMS, jQuery, PhoneGap JavaScript, XML, PHP, ASP Classic
* UX – XD, Monetate, Auryc, Google Analytics (GA). Google Tag Manager (GTM)
* Graphics – Adobe Suite - Photoshop, XD, Illustrator, Premiere, etc.
* Misc. – Microsoft Office (Word, Excel, Outlook, Office 365), Google Docs, Jira, Monday, Salsify, TFS

**Education**

ITT Technical Institute, Earth City, Mo

* **Associates & Bachelors** (Digital Entertainment & Multimedia) **-** Sept 2003 – Sept 2007