

Andrew Baldock  
Senior Web Developer ➔ San Francisco Bay Area

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## PROFILE

Design-Savvy Senior Web Developer seeking a Javascript+HTML+CSS focused position building beautiful, world-class web applications.

## SKILLS

JavaScript, HTML, CSS, jQuery, able to work in any JavaScript project or framework. Photoshop, WordPress, some PHP, some JSP. Apache configuration. Google Analytics. Page optimization and load times.

## EXPERIENCE

Senior Web Developer  
Mindjet, San Francisco, CA  
Jan 2011 - July 2013

- Responsible for [www.mindjet.com](http://www.mindjet.com).
- Migrated the website from an unversioned, aging Java CMS to a clean static Apache website, versioned in Github.
- Removing the CMS, combined with rewriting the site HTML, brought global page load time down from 12 seconds to 3. The SEO improvements were felt immediately.
- Wrote Apache configuration files to handle localization of site in 7 languages.
- Wrote Ajax-based user signup flow application.
- Wired social signup via FB or G+ into the signup

- Installed Tealium ([www.tealium.com](http://www.tealium.com)) so marketing data folks could manage their own tracking tags.
- Redesigned [www.mapsforthat.com](http://www.mapsforthat.com) to align to new company branding.

#### Senior Developer

Macys.Com, San Francisco, CA

Aug 2000 — Nov 2010

- Successfully migrated the below CMS from a custom built FileMaker application to a custom built HTML/CSS/JavaScript YUI Web Application on top of Oracle and SpringMVC.
- Responsible for the design, implementation, and uptime of a 15gb, 200+ user FileMaker application managing the content of the retail website at Macys.com. The application use(d) FileMaker in every conceivable way including connections to external databases using SQL and ODBC, instant web publishing, XML, PHP, PERL, and others.
- Authored Technical Requirements, Use Cases, UML Diagrams, Business Workflows, Functional Specifications, Design Documents, Domain Models, Information Architecture, UI, and Usability documentation for the Enterprise-level replacement Java application above.
- Designed and built related websites using PHP and JSP.
- Built the macys.com retail pricing management application.

#### Web Director

University Of California At Berkeley

1998-2000

- Built the official UC Berkeley website at [www.berkeley.edu](http://www.berkeley.edu), which was the online face of the University for EIGHT YEARS. The site stood with almost no change from 2000-2008.
- Roles included Web/UI Developer in XHTML/CSS/SQL/JavaScript/FileMaker, IA of Site Architecture, and Manager.

Web Developer  
University Of California At Santa Cruz  
1995-1998

- Responsible for the design and execution of 10+ websites.
- Managed multiple departmental servers and supported 100+ workstations.

## CERTIFICATION

Certified Usability Analyst  
- License 2007-1197, Human Factors International

## EDUCATION

University of California, Santa Cruz, 1992-1994  
- BA, Latin American Studies,

University of California, Los Angeles, 1987-1990