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.

- 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, organizing page structure, moving static contents to a CDN, and optimizing JavaScript 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.

- Namespaced the core mindjet.com javascript functions – go to [www.mindjet.com](http://www.mindjet.com), open your browser console, and type in mindJet

(that’s a capital J) and you can see the mindjet global javascript object.

- Built the Mindjet.com user signup flows as single-page javascript applications. The user flow starts in a lightbox, captures form information, alters the presentation based on user input, validates the form entries, sends values over AJAX to a REST api to check status, uses callbacks to validate the status, fires a tracking breadcrumb for each step of the path down the funnel, and eventually deposits the user at either the software download page or inside the cloud application.

*Mindjet.com download trial flow, authored entirely by me:*

[*http://www.mindjet.com/start*](http://www.mindjet.com/start)

*see it in a lightbox:*

[*http://www.mindjet.com/products/mindmanager*](http://www.mindjet.com/products/mindmanager) *(click the TRY button)*

*Mindjet.com cloud application signup flow:*

[*http://www.mindjet.com/*](http://www.mindjet.com/) *(click Try ProjectDirector for Free)*

- Wired social signup via FB or G+ into the signup using JanRain platform

- Wrote a custom installation of Tealium (www.tealium.com) so marketing data folks could manage their own tracking tags. The standard installation calls for every page on the website to be tagged; instead I wrote some JavaScript that does the job. <http://www.mindjet.com/js/trackstar.js>

works with <http://www.mindjet.com/js/trackstar-secure.js>

and <http://www.mindjet.com/js/trackstar-www.js>

- Redesigned www.mapsforthat.com to align to new company branding. This involved rewriting lots of PHP in an existing LAMP stack.

Senior Developer

Macys.Com, San Francisco, CA

Aug 2000 — Nov 2010

- 2000-2006: Responsible for the design, implementation, and uptime of a 15gb, 200+ user FileMaker application called OZ, used for 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.

- in 2007: Authored Technical Requirements, Use Cases, UML Diagrams, Business Workflows, Functional Specifications, Design Documents, Domain Models, Information Architecture, UI, and Usability documentation to support construction of the replacement application for the above OZ system.

- 2008-2009: The replacement for OZ, a web-based application named STELLA, was built running Oracle 10 and Java for the backend; I was responsible for the STELLA web client front end. At that time YUI was the reigning champ of datatables, so I chose YUI for the JavaScript framework. I used YUI to AJAX data in and out of the app as JSON via a Spring dispatch servlet. I wrote a navigation system for the app that would AJAX in the clicked content, so that the site would run as a single-page application with as few full-screen refreshes as possible. . Objects in YUI get a rich set of properties and functions to manipulate them, so with YUI it was easy to build an entire UI for the app: it could instantiate dialogs, send alerts, pass JSON around, and especially render datatables with sortable column headers and filterable content.

- I also and built related websites using PHP and JSP. One example was a PHP based site that would retrieve an internal report with the latest figures from the Content Management System.

- I’m good at math: in 2002 I built macys.com retail pricing management application. Previously limited to creating one sale for one product at a time, the new application allowed users to creates sales for multiple products at once. This single change increased the product managers velocity by 100x, transforming days of work into single stroke operations taking just minutes. Retail pricing, if you aren’t aware, is VERY complex, with many many restrictions and limitations. *Example: you can’t say something is the lowest price of the season more than once in a season.* I wrote a pricing rules validation engine that made it very hard for Macys product managers to mess up. This application was written in FileMaker but I could do it in JavaScript, the maths are the same.

Web Director

University Of California At Berkeley

1998-2000

-  Built the official UC Berkeley website at 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