

INTRODUCTION

Entrepreneurial, cross-disciplinary web developer and product designer.

Always looking for ways to create new forms of value by connecting ideas from disparate professional and intellectual domains. Enjoy producing top-quality products with harmonious teams.

EXPERIENCE

Front-End Web Developer and Product Designer, *GoWatchIt*

New York · Dec 2013 – Present

- // Early engineer/designer at Series A funded startup in the Film and TV distribution data space.
- // Establishing product-centric design culture, bridging sophisticated engineering with user experience.
- // Threading the needle by accommodating idiosyncratic legal and client constraints with polish and performance.
- // Hiring and training new developers for each core project as company rapidly grows.
- // Architected, designed, engineered, and spearheaded *three keystone projects*, leading to fundraising rounds and company growth:

1) Superwidget (Ember.js/JavaScript SDK)

Led team of two in writing a pioneering API-backed embeddable SDK and theming engine for film releases, TV programming, and advertising campaigns. Served millions of times a month across the web from major studio properties (Universal, Sony, Paramount, FOX) to large content sites (NYTimes, BuzzFeed, Entertainment Weekly).

2) GoWatchIt.com Home Site (Rails/React.js Web App)

Directed redesign of the existing outdated website through managing stakeholders, freelancers, and team members (launched Q1 2016).

3) GoWatchIt 360 (Ember.js CMS)

Created content management system for film and TV studios. Real-time analytics, custom reporting, and visual asset creation and theming (think Wordpress/Squarespace for movie and TV releases).

Front-End Web Developer and Product Designer, *Universum Global*

New York · Jan 2013 – Nov 2013

- // Founding front-end developer at innovation lab inside multinational market research corporation.
- // Led design and development of multiple web apps reaching 500,000 university students worldwide.
- // Primarily coded with JavaScript/Ruby/Rails but worked with whole technology stack from Git version control through to deployment with Capistrano.
- // Functioned in various roles beyond job title, including product manager.
- // Created company-wide branding concept approved by executive team in Stockholm, Sweden.

Campus Director, *The Flatiron School*

New York · Oct 2012 - Jan 2013

- // Founding employee at successful programming bootcamp school aimed at college graduates with three big roles:

- 1) Head of Admissions:** interviewed and managed a pipeline with hundreds of applicants.

2) **Head of Employer Outreach:** Established employer hiring program, planned job fairs, and recruited dozens of tech companies to employ our students upon graduation.

3) **Head of Marketing and Culture:** Created the school's design brand (still in use), organized semester events, produced media assets, and created all pitch decks and promotions.

// Taught and tutored students on front-end development and design subjects.

// Left after a successful semester to reunite with web development.

Web Design, UX, and Development Consultant, *Contract/Freelance*

New York/Atlanta · 2011 – 2012

// Hired by software companies and ad agencies to provide design, development, and strategic improvements.

// Deliverables included wireframes, prototypes, Photoshop, presentations, and live production code.

// Clients included Anomaly, DueProps, Classmates, Pigeon, E-Myth, C Wonder, DiMassimo Goldstein.

Creative (Intern), *Anomaly Partners*

New York · 2011

// Developed interactive and video experiences for Budweiser, Converse, Captain Morgan, and agency-side *special projects* at prestigious advertising and design agency.

// Created CEO-approved concepts for interactive Track Your Bud bottle and Converse Shoeboxx.

EDUCATION

Emory University (2009)

Psychology – 3.65/4.0

Concentrations in music, philosophy, and neuroscience.

The Creative Circus (2011)

Interactive Design/Copywriting

Created brand campaigns in creative & tech teams at leading ad school.

IES Study Abroad (2008)

Vienna, Austria

Travelled throughout Western and Eastern Europe.

SKILLS

Web & App Design

HTML/SCSS · Mobile · UX · Wireframing · Sketch

Web Development

JavaScript · Ruby/Rails · React.js · Ember.js · Component-Driven UI

Advertising & Marketing

Art Direction · Branding · Copywriting · Analytics

Tools and Workflows

Git VCS · Github · Agile · Scrum · Kanban · Style Guides · JIRA

ACCOMPLISHMENTS

BreedBreakdown.com

In one weekend, built app that accrued 1.5 million unique visitors with no advertising.

Awards

Vann Scholarship for academics & philanthropy; Three consecutive *Class Scholarships*; *Dean's List*.

CONTINUING EDUCATION / AMATEUR INTERESTS

Long-form Classes

Woodworking · Music Theory · Film Editing · Motion GFX

Intellectual History

Economics · Psychology · Sociology · Technology · Political Thought

Philosophy

Moral · Political · Aesthetic · Mind · Science · Epistemology

Volunteer Work

Dog walking for the elderly and infirm · Pro bono work for arts/community organizations

References Gladly Provided Upon Request