

ARNE OLAFSON

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SUMMARY

- Web developer with 20+ years of experience on 200+ websites, including large sites (opi.com, milkbone.com, meowmix.com, stingray.com, cph.uky.edu, r.umn.edu, d7.oid.ucla.edu ...)
- Adept at Drupal/WordPress (15+ years of experience) with in-depth front- and back-end and technical skills (php, js/jQuery, ajax, xml, json, html5, ssh, git, npm, composer, drush, scss, gulp, grunt, docker, bower, etc.)
- Leveraged BazaarVoice API for product ratings and reviews for company with \$300M revenue (opi.com)
- Integrated CiviCRM and Drupal, including user profile data and custom Civi fields Views displays, allowing seamless transition of existing data into new branding environment
- Performed a front-end overhaul to a \$100M+ Canadian company that allowed their marketing team to create robust page content with Drupal Paragraphs and Inline entity forms displays (stingray.com)
- Created geolocation proximity search application in Drupal 8 for Medical service providers, and leveraged the Migrate module to populate new website with >10k fields
- Lead developer and themer on two new University websites from Sketch designs, with advanced responsive custom page-builder components (cph.uky.edu, r.umn.edu)
- Leveraged Drupal 8 in the Acquia Lightning platform and cog theme with Atomic design principles
- Provided ongoing modern and responsive theming services on Faculty intranet at ucla.edu
- Positive attitude and deep desire to build websites that last.

TECHNICAL SKILLS

Languages and tools: Up-to-date knowledge of HTML5, CSS3, sass, JavaScript/jQuery, git workflow, php functions and templating, and API integration, including the Greensock Animation Platform

Environments: SSH, cPanel, Plesk, AWS, VPS, dedicated, and shared server environments. Local environment experience in LAMP, docker, vue.js, node.js, Docksal, and Lando

Front-end: Drupal expert (module knowledge, e-commerce solutions, themes); focus on convention (for clarity and future-proofing); responsive development; Atomic design, and Pattern Lab

Web and print graphics: Use of conventional bitmap and vector layered images in open source and Adobe CC, for the purpose of responsive website theme creation and modification, as well as print and textile media

SVG graphics coding: Incorporation of vector-based images and content to websites, including custom programming and animation effects including css3 and GreenSock library tools

Back-end: Formal training in networking and back-end of servers. Solid experience in custom modules, including external API integration for custom applications using Drupal Feeds with xml and json components

Others: SEO (URL, taxonomy, structure, headings); English grammar (including regional conventions); Critical thinking, logical QA, proofreading and quality assurance. Years of experience in fine woodworking, furniture building, garment design and fabrication, and print media provide exceptional attention to detail.

PROFESSIONAL EXPERIENCE

Lead Front-end Developer
ScuttleNerdery

09-2015 to 12-2015

Sites: milkbone.com, meowmix.com, glives.com

- **Met high quality website requirements for household names (Meow Mix, Milk Bone brands).**
- Led and participated in detailed presentations to clients, committees, and boards, providing client confidence.
- Provided sensible and continuous markup for Big Heart Pets Drupal migration sites.
- Duplicated existing site functionality in Drupal using Views, Context, JS/jQuery, Entity reference, Inline Entity Forms, Panels, and conventional Drupal development.
- Created mobile accessibility/responsive design for all content as well as rigorous cross-browser testing for all rendered page elements.
- Leveraged JS/jQuery, *.tpl.php, template.php, and custom modules to meet specific requirements.
- Created or replicated existing website functionality and provided seamless migration (PSD to web).

Developer and themer
Incendia Media

08-2012 to 04-2014

Sites: gossipcenter.com, themovienetwork.com, diyfood.com, bluefinmedia.com

- **Managed front-end development for sites grossing a total of \$10,000,000 in yearly ad revenue.**
- **Migrated 3 large sites to a new Spanish version over period of 3 months.**
- In collaboration with sysadmins and programmers, **developed custom functionality for dozens of sites, including translation, user profile creation, rating systems, mapping and search.**
- Worked with in-house SEO experts to structure metadata in URLs, headings, menus, and content.
- Advanced conventional use of core and contributed Drupal modules such as Views, Context, Panels, Display suite, Rules and Entity as sensibly as possible.

Web development, front-end theming and programming

07-2000 to present

Freelance work Sites: opi.com, stingray.com, off-road.cc, ebiketips.co.uk, cph.uky.edu, r.umn.edu

- **Created, improved and maintained more than 200 websites.**
- Implemented database solutions and provided software design and consultation for small to large businesses and NGOs, including jQuery registration flowchart for College application, and Proximity search functionality for national health care professional directory.
- Building sensible structure for SEO, including use of url path, heading tags, taxonomy/menu/metadata structure, keyword research, and XML sitemap. Incorporation of schema.org conventionality
- Meticulous use of convention in Sass/CSS3/HTML5 coding for cross-browser/device compatibility, including Bootstrap, Atomic design, and Pattern Lab
- Provided customised e-commerce solutions for small to large businesses in the Drupal Commerce and Ubercart platforms, including BazaarVoice product reviews integration for nail-polish giant OPI.com
- Created UX/UI architecture for content editors and site admins, synthesizing staff skill level and responsibilities with Drupal user roles, increasing customer satisfaction with the end product.

EDUCATION

Network Technician Diploma Program

Southern Alberta Institute of Technology

Network+ Certificate, CompTIA A+ Certificate

Cisco Certified Network Associate

09-2002 to 04-2003