

Greg Allen

UX/UI | Developer

My passion is user experience. I am obsessed with turning complex technical problems into simple, intuitive solutions.



Hermosa Beach, CA



<http://gregallen.me>



me@gregallen.me



[jgregallen](#)



[@jgaui](#)



[jgallen23](#)

Expertise

Javascript

Skills: OO (prototypes), closures, inheritance, events (pub/sub)

Built: fidel, toc, routie, resistance, hubinfo, deptree, fit, imgup

Used: jquery, bootstrap, underscore, backbone

Node.js

Skills: http server, cli tools, sockets

Built: masher, jquery builder, markx, boots, stalk, diet, fakeson

Used: express, mongoose, socket.io

Objective C

Skills: iOS (iPhone, iPad), mac osx

Also: python, mongodb, redis, .net, php, ruby

UX

Skills: wireframes, sitemaps, flowcharts, rapid prototyping, interaction design

Tools: omnigraffle, sketch

CSS

Skills: CSS3, sprites, animations, flexbox, mobile

Built: masher, sprite generator

Used: bootstrap, 960 grid, stylus, less

HTML

Skills: semantic markup, html5, canvas

Template Engines: jade, handlebars, ejs, haml

Experience

DemandMedia

Director of UI Engineering (2006 - March 2012)

eHow.com

- Managed and led a team of engineers in charge of front end architecture and development.
- Performance: 7 sec load time to 3.5 sec.
- Article Page: lead project, multi-variant testing, increased engagement and revenue.

Pluck/Sitelife

- Part of a team that built a javascript framework to easily embed social networking widgets on a 3rd party site.

Trails.com

- Part of a team that rebuilt entire site.
- Integrated social networking platform.
- Increased engagement and subscriptions.

RealtyTracker

Web Developer (2005 - 2006)

My Projects

Kindspark.com

Co-founder, VP of Product and Technology (2012)

- Developed a pay-it-forward platform from the ground up using bleeding edge technology.
- Tech: node.js, mongodb, redis

Jotbox App

Creator (2011 - Present)

- iPhone application built in Objective C.

Visits Mac App

Creator (2011 - Present)

- Mac desktop application built using javascript, html and css.

Freelance

Gerson Lehrman Group (2012 - Present)

- Product, UX and development for a new, realtime, single-page, web and mobile application for their high profile clients.

Mighty Bell (2012)

- Homepage growth project: wireframed 4 different directions and helped to setup A/B testing to improve homepage conversion rate.

Vulume (2012)

- Wireframes and UX

Thread Council (2012)

- Wireframes and UX

Degree

University of Southern California

Bachelor of Science in Electrical Engineering

2001 - 2005