

BLAKE ELSHIRE

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SKILLS

- HTML 10+ years
- CSS 7+ years
- JavaScript 7+ years
- PHP 6+ years
- SQL Databases primarily MySQL 6+ years
- Ruby on Rails 3+ years
- Objective C 2+ years
- Java 2+ years
- Swift 1+ years

WEB DEVELOPMENT PROJECTS

- 2015 Fossil.com — CMS Development + Frontend Development
- Moved Fossil.com from hard/hand coded website to a new CMS (Adobe AEM) architecture
 - Integrated E-Commerce (WebSphere Commerce) and CMS systems to work together
 - Lead Frontend architecture development
- 2014 Skagen.com — CMS Development + Frontend Development
- Moved Skagen.com from basic Wordpress CMS to new Adobe AEM CMS architecture
 - Integrated E-Commerce (WebSphere Commerce) and CMS systems to work together
- 2014 **National Student Show Judging Application** — iOS Application Development
- Developed an application to track pieces during judging of the National Student Show
 - Utilized new AVMetadata classes to read QR codes for tracking
- 2013 Breweddfw.com — CMS Development + Frontend Development
- Setup a basic Wordpress implementation for Brewed coffee house
 - Developed Frontend implementation working closely with designers
- 2009 DSVC.org — Website Redesign
- Reworked technology infrastructure of the DSVC organization
 - Developed content production and posting framework for the organization
 - Awarded Bronze Medal in DSVC show and Volunteer of the Year award for work on website.

WEB DEVELOPMENT EXPERIENCE

- 2011 – Present **UI Developer 4** — Fossil Group, Inc. **Dallas, Texas**
- Helped develop a culture of Continuous Integration for deployment to production servers by building a Jenkins server stack and developed build scripts for both front-end and back-end assets.
 - Helped develop a culture of software quality by building in linting and static analysis to builds
 - Developed a new front-end architecture that utilized Require.js and modular Javascript patterns used on over 10+ websites.
 - Key developer and integrator of a new CMS (Adobe AEM) for all Fossil sites.
- 2009 – 2011 **Front-End Developer** — Commerce House **Dallas, Texas**
- Established workflow and standards for interactive projects
 - Helped define content strategies for clients with frequently updated sites
 - Developed requirements/applications from scratch for large multi-language localized sites
- 2008 – 2009 **Front-End Developer** — Marblehead **Dallas, Texas**
- Utilized open-source content management tool, Drupal, to develop e-commerce website for Dallas

- Developed PHP- and SQL database-driven dealer portal/online application for Kidkraft
- Co-developed open-source, Ruby-based program, Blender, to streamline compiling process

2006 – 2008 **Front-End Developer**—rd2 Inc. **Dallas, Texas**

- Assisted in devising concept behind, developing blog for, and integrating YouTube functionality into Southwest Airlines’ 2006 “Wanna Get Away” competition website
- Developed HTML, CSS, and JavaScript interaction for LaneLogic’s dealer portal
- Redeveloped Interactive Affiliate Network templates for Hotels.com (HTML, CSS, JavaScript)

EDUCATION

Udacity — iOS Developer Nanodegree (2015) **Udacity.com**

The Art Institute of Dallas—B.F.A. in Interactive Media (2006) **Dallas, Texas**

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