

BLAKE ELSHIRE

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SUMMARY OF QUALIFICATIONS

- Interactive Media graduate of The Art Institute of Dallas who has 10+ years of experience in web development through professional engagements and community-based projects
- Award-winning web developer whose photography work has been recognized by *Print* for work on 500X's 30th Annual Anniversary Book with a regional award
- Design skills include 10+ years with HTML, 7+ years with CSS and JavaScript, 5+ years with PHP and database technologies (mainly MySQL), and 3+ years with Ruby on Rails, 2+ years experience with Objective C and Java

WEB DEVELOPMENT EXPERIENCE

- 2011 – Present **UI Developer** —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.
 - Developed some tools to increase front-end performance including implementing minifiers.
 - 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**
- Leveraged JavaScript to develop fully-integrated Marblehead website and WordPress blog
 - Utilized open-source content management tool, Drupal, to develop e-commerce website for Dallas Society of Visual Communicators – www.DSVC.org
 - Developed PHP- and SQL database-driven dealer portal/online application for Kidkraft
 - Co-developing open-source, Ruby-based program, Blender, to streamline compiling process
 - Using Web2.0 tools to develop new web presence for the Deep Ellum Foundation
 - Developed Flash animated for Gerdau Ameristeel to highlight features of new product
- 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)

WEB DEVELOPMENT PROJECTS & COURSEWORK

- 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.
- 2008 & 2009 **destinationbeer.com**—Website Development
- Developed front end templates and integrated them into the Ruby on Rails application.
 - Developed front and back end of the Guinness& micro site within the same application (<http://destinationbeer.com/guinness-and>)

- Worked as part of team to devise concept behind HP Engineered for Innovators contest entry
- Authored winning interactive Flash application and developed high and low bandwidth sites

EDUCATION

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

Dallas, Texas

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