**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**](http://www.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**](http://www.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**](http://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**](http://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 Society of Visual Communicators – [www.DSVC.org](http://www.DSVC.org)
* 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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