

John “Boots” Highland

Senior Front-End Developer, eCommerce Site Manager

Seasoned web developer of 25+ years, with 7+ years experience managing Shopify eCommerce websites. Specializing in modern, accessible, and performant layouts. Uniquely approaching web development from a creative, design perspective. Known for bulletproof code that works cross-browser, and is fully-responsive for all device sizes and types. Recognized for collaborating cross-functionally to maintain industry best practices, techniques and brand guidelines. Methodical with client relationships and technical assessments. Inquisitive, organized, with exceptional attention to detail.

PROFESSIONAL EXPERIENCE

SEP 2018 -
JAN 2023

Sr Manager of Web Development

Mizzen+Main • Dallas, TX

Responsible for most front-end development. Ensured site updates aligned with strict branding standards. Worked cross-functionally to ideate, plan, and develop site updates and online projects. Managed team of back-end and junior developers. Represented eCommerce team as part of company-wide leadership. Boldly strived to uphold and promote company’s established values.

- Successfully led planning and transition of old Shopify Liquid online store to new Next.js/Shopify/"headless" CMS environment in less than 6 months. Massive improvement in speed and performance contributed to company’s largest annual revenue, beating previous Black Friday/Cyber Monday single-day sales records by 40%.
- Overhauled datalayer and tracking events, and worked with 3rd-party partners to optimize/streamline GTM tags. Installed custom Heap integration, resulting in more robust tracking of customer behavior, facilitating more effective marketing ad spend.

NOV 2015 -
SEP 2018

Senior Web Developer

Good Work • Dallas, TX

Developed award-winning client websites from start to finish using designs supplied by in-house designers. Primarily developed with CraftCMS, along with some custom Shopify sites. Built custom content management interface for each client. Skilled in managing multiple site builds simultaneously.

- Built massive new content-managed site for the Gladney Center for Adoption (adoptionsbygladney.com), one of nation’s largest adoption agencies. Ideated and executed "Find a Family" registry for expecting mothers to find best-matched adoptive families. Site won 2016 DSVC Bronze Award. Client reported significant increase in interest for adoption services following rollout of new branding/website.

PERSONAL INFO

Dallas, TX
469-878-0490
hello@boots.media
linkedin.com/in/boots-highland

TECHNICAL SKILLS

HTML	25+ yrs
CSS	23 yrs
JavaScript	12 yrs
React/Next.js	1+ yrs
Shopify / Liquid	7+ yrs
Photoshop	26 yrs
Illustrator	23 yrs
Figma	5 yrs

OTHER SKILLS / HISTORY

Pro touring Bassist (15+ yrs)
Multi-instrumentalist musician
Commercial music production
Video production/editing

SAMPLES OF WORK

Websites can be fleeting, so much of my previous work is no longer available online. Some links and screenshots are available upon request.

SEP 2011 -
NOV 2015

Senior Web Developer

Switch • Dallas, TX

Developed and managed wide range of client websites - start to finish - including major restaurant chains, banks and financial services firms, and large B2C retail stores. Primarily developed using ExpressionEngine, and a few custom WordPress themes. Built custom content management interface for each client. Able to manage multiple simultaneous site builds. Won multiple DSVC and AIGA awards.

DEC 2004 -
SEP 2011

Web/Flash Developer

AM Design (currently AM Agency) • N Richland Hills, TX

Specialized in large-scale Flash websites for large clients, including major retail chains, major Christian ministries, and mega-churches across the country.

- ➔ Built large-scale, immersive Flash experience websites for the annual Passion Conferences, an international series of conferences for Christian youth.
- ➔ Built elaborate Flash experiences for major retail companies to promote various internal and external events and promotions. Clients included AT&T, Sonic Drive-Ins, Dr Pepper, and NEC.

CAREER HIGHLIGHT

OCT 2004

Commissioned by the **Hashemite Kingdom of Jordan** to build a new website for the **Jordan Tourism Board North America**. The website was the vehicle for a major push by the Kingdom of Jordan to promote the country to American tourists. Website was personally unveiled by King Abdullah II at an international tourism conference, and was a huge success for the Board. Invited to Jordan for a VIP tour of the country, including a visit to the Royal Palace, upon launch of the site.

EDUCATION

1987 - 1990

Texas Christian University

Music Education

John "Boots" Highland
(cont.)