Brian T. Gallagher

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Employment

July 2006 – Present – Senior Programmer/Analyst II, GEICO, Chevy Chase, MD

- Produced the design and coded the HTML, Sass and PHP for a new responsive homepage of the company's Careers site — the narrative-style layout presents a visitor with details about the company's history and operations before applying

- Designed the layout and built responsive HTML, CSS and PHP logic for GEICO.com's insurance product pages, focusing on raising transaction traffic for policy logins and quote starts

- Implemented responsive HTML, CSS and JavaScript for GEICO Portfolio, a dashboard page where customers can easily see all of the insurance products and policy alerts associated with their account

- Evaluated and optimized the site code and asset files of GEICO.com in conjunction with the site's content delivery network, resulting in a 20% improvement in page load speeds

- Led the design and development for the 2012 visual rebrand of GEICO.com, which included producing a web property style guide and developing HTML, CSS and PHP for the site's templates

- Developed JavaScript to support Google Analytics event tracking and custom user categorization on GEICO.com, allowing insight into users' interaction with specific page components

- Designed the layout for GEICO.com's 2011 homepage and produced the PHP controller code accompanied by the HTML and CSS for its presentation layer — the new tabbed interface resulted in a large increase in successful service and claims transactions

- Used PHP and Google Calendar's XML output to create a listing of job fairs and recruiting events on GEICO's Careers site, allowing internal users to easily update the schedule in real time

- Designed the layout and developed the WordPress theme's HTML and CSS for the company's corporate blog

- Wrote the PHP logic to integrate geolocation services and Oracle's Real-Time Decisions software into GEICO.com to provide users with tailored content and graphics

- Constructed user interfaces and templates for GEICO's internal CMS, built with the CodeIgniter PHP framework, resulting in a utility which allows internal users to easily modify page content

Skills

Languages

HTML

CSS

Sass

JavaScript

◇ jQuery

PHP

◇ CodeIgniter (MVC)

◇ WordPress

MySQL

Programs

Adobe Creative Cloud

◇ Illustrator

◇ Photoshop

◇ After Effects

◇ Premier

◇ InDesign

Apache

Perforce

Git

Google Analytics

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Employment (continued)

July 2008 – January 2009 – Consultant, Cruview, LLC, Washington, DC

- Developed and deployed a social reviews and recommendations site aimed at Washington, DC area residents

October 2006 – December 2009 – Web Support, Hydra Head Records, Los Angeles, CA (remote)

- Updated tour date listings, posted press materials , produced HTML and provided general technical support to the office staff of the record label

May 2005 – August 2005 – Intern, Mercedes-Benz USA, Montvale, NJ

- Created an interactive CD-ROM promoting certified pre-owned auto sales, maintained the database powering MBUSA.com's search engine

August 2004 – November 2004 – Web Developer, Dalina, Inc, Nashua, NH

- Built an online catalog and designed a new corporate identity with logo and print materials and trained employees on site maintenance

Education

Rochester Institute of Technology, Class of 2006
BS, Information Technology with New Media Option (4.0 GPA)
Minor in Communication