

## Employment

### July 2006 – Present – Senior Web Developer, GEICO, Chevy Chase, MD

- ♦ Designed and implemented a new form area layout for the insurance product sections of GEICO.com, notably increasing key conversion metrics for visitors starting quotes or logging into their policies on the site's highest traffic pages
- ♦ Produced the interface HTML, CSS and JavaScript for a chat client, allowing customers on mobile devices to message insurance counselors about policy questions
- ♦ Created the layout and implemented the associated HTML, Sass and PHP for a new homepage of the GEICO Careers site, helping potential employees learn about areas of opportunity, office locations and the company's history
- ♦ Ongoing maintenance and debugging of the web interface and application hybrid pages used by GEICO's policyholder service site, which supports customers managing their policies on mobile browsers and the company's Android and iOS applications
- ♦ Evaluated and optimized the site codebase and asset files of GEICO.com and leveraged our content delivery network to improve page load speed by more than 20%
- ♦ Led the design and development of the 2012 visual rebrand of GEICO.com, which delivered the company's first unified visual style guide for web properties and developed the supporting HTML, CSS and PHP for the site's templates
- ♦ Coded the site logic, landing pages and banner component to correctly route policyholders seeking to file claims in geographic areas impacted by catastrophic weather events
- ♦ Developed JavaScript to support Google Analytics event tracking and custom user categorization on GEICO.com, allowing insight into visitors' interaction with discrete page elements
- ♦ Designed the layout for GEICO.com's 2011 homepage and produced the accompanying PHP, HTML and CSS code for its presentation layer; the new tabbed interface resulted in a large increase in successful service login and claims transactions
- ♦ Designed the layout and developed the WordPress template for the company's corporate blog, which was used for marketing campaigns, insurance information and company history articles
- ♦ Constructed user interfaces and templates for GEICO's internal CMS, built with the CodeIgniter PHP framework, creating a utility which allows associates 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 systems code and front end interfaces for a local business reviews and recommendations site aimed at residents of the Washington, DC area

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

- ♦ Maintained record label website by updating tour dates, posting press materials, producing HTML for advertisements; provided general technical support for other team members

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

- ♦ Created an interactive CD-ROM to promote Mercedes-Benz's certified pre-owned auto sales program, maintained the database powering the search engine on MBUSA.com

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

- ♦ Developed an online catalog and designed a new corporate identity, including logo and print materials; produced documentation and trained company employees on updating the site and adding new products

## Education

Rochester Institute of Technology, Class of 2006

BS, Information Technology with New Media Option (4.0 GPA)

Minor in Communication