



COLIN BAYER / SR. DIRECTOR OF TECHNOLOGY

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AMP AGENCY / SR. DIRECTOR OF TECHNOLOGY

REMOTE (PORTLAND, OR) / SEP 2020 – PRESENT

- SmallTalk was acquired by Amp Agency in Dec 2020
- Continued work on project-level day-to-day leading development efforts, and high-level process and methodology for the Product Experience (PX) division within Amp
- Oversaw growth of team from two to ten+ Front-End Developers
- Managed staffing requests, allocations, project estimates, project timelines
- Clients include ClearChoice, Billboard, PFU / Ricoh, Pharmavite, Indigo Health, Advantage Solutions, Sentient Jet, Ruiz Foods

SMALLTALK / MANAGER, DIRECTOR OF FRONT-END ENGINEERING

REMOTE (PORTLAND, OR) / APRIL 2017 – DEC 2020

- Front-end manager for blossoming agency based in the Bay Area with remote workers.
- Lead a team of two front-end developers on Sitecore and Wordpress platform websites.
- Worked closely with both partner agencies and clients to scope new needs, develop and maintain sites, and training.
- Close integration with back-end and systems engineering team to help streamline processes on all projects.
- Establishes front-end approach, standards and protocol for the company.
- Clients include Driscoll's, Universal Orlando, Suzuki, Fujitsu, Second Measure, ZenDrive, SAFEbuilt

EPSILON / LEAD FRONT-END WEB DEVELOPER

SAN FRANCISCO, CA – REMOTE / JANUARY 2013 – APRIL 2017

- Lead front-end developer for American Express B2B websites for 2 years.
- Lead teams of front- and back-end developers on projects in an agile scrum environment.
- Facilitated and documented standards on Github developer flow and deployment workflow.
- Contributed to front-end resource toolkit by developing plugins, code snippets, and writing department standards and documentation.
- Wrote detailed documentation and lead trainings on how to use CMS for both marketing employees at American Express and off-shore content-entry & development teams.
- Performed and wrote ADA audits on existing sites to bring them up to level II compliance.
- Helped establish department standards for front-end builds and templating using Gulp Web App to be handed off to back-end teams.
- Worked on front-end projects for Unilever, American Express, Chevron, NY Life, YouTube, FedEx, and others.



GYRO / SENIOR WEB DEVELOPER

SAN FRANCISCO, CA / APRIL 2012 - JANUARY 2013

Lead developer on all web projects for the agency's SF office, including advertising and campaign work for Ryder, VMWare, Quantum, Savvis, and Varian based on Zend PHP Framework. Consulting and directing both information architecture and wireframing of web projects. Contributed to creative pitches by generating campaign ideas and mocking up and prototyping spec work. Maintenance of campaign sites.

88 BRAND PARTNERS / SENIOR WEB DEVELOPER

CHICAGO, IL / FEBRUARY 2010 - MARCH 2012

Built and maintained PHP/MySQL and WordPress-based sites. Configured Apache web servers on both UNIX and Mac OSX boxes. Built email blast / invite management tool for a private event in PHP/MYSQL. Created web-based FTP file server for client use. Built custom-made CMS for a client's internal asset site. Handled most digital aspects of advertising (web development, maintenance, banner ad development) for Discover Card, NorthShore University HealthSystem, First Internet Bank, and others. Served as an overall digital resource for the agency.

VISIBLE / WEB DEVELOPER

CHICAGO, IL / MARCH 2009 - FEBRUARY 2010

LISA P. MAXWELL / WEB DEVELOPER

CHICAGO, IL / MARCH 2009 - FEBRUARY 2010

INFOMERCIAL.TV / WEB DEVELOPER & DESIGNER

VENICE, CA / MAY 2006 - MARCH 2008

BIG FISH COMMUNICATIONS / WEB DEVELOPER & DESIGNER

BROOKLINE, MA / APRIL 2004 - APRIL 2006

TECHNICAL SKILLS

- JavaScript
 - Vanilla / ES6; jQuery; React; React Native; NextJS; AlpineJS; Gulp / Grunt & task running; NPM / Asset Management
- HTML
 - Accessibility; SEO / Microformats; Valid HTML5 Markup
- CSS
 - SCSS / SASS
- CMS Platforms & Frameworks



- WordPress - custom theme, plugin, widget development, Block and ACF-based themes; Sitecore 6-9; Jekyll; Shopify; Optimizely; Contentful
- Processes & Methodology
 - Scrum; Technical Requirement writing; Client Documentation; Git Flow; Release management
- Design Tools:
 - Figma; Sketch; Zeplin; Adobe Photoshop; Adobe Illustrator; Adobe InDesign

EDUCATION & CERTIFICATIONS

SITECORE / CERTIFICATE: SITECORE 8.2 PROFESSIONAL DEVELOPER

PORTLAND, OR / JULY 2018

SITECORE / CERTIFICATE: SITECORE DEVELOPER FOUNDATIONS 6.5

MILL VALLEY, CA / JUNE 2013

DEPAUL UNIVERSITY / CERTIFICATE: RUBY ON RAILS

CHICAGO, IL / DECEMBER 2011

NEW ENGLAND INSTITUTE OF ART / BS: MULTIMEDIA & WEB DESIGN

BROOKLINE, MA / WINTER 2002 - WINTER 2005

3.8 Cumulative G.P.A. Recipient of Highest Honors award for graduating class.