# DAN POYNOR RESUME

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## Highlights

* Hands-on experience with front-end development using HTML5 (PUG/HAML/MD), CSS3 (Sass/Less), Javascript (ES6+, jQuery) while focusing on Core Web Vitals page load optimization, a11y, and developing UX patterns that meet design requirements and brand specifications.
* Strong knowledge in development for enterprise applications and creating touch points requiring internationalization for global audiences, plus open source projects which require high code quality standards set for large developer audiences.
* Comfortable with agile/scrum workflows, doing daily stand-ups, working with CICD pipelines, and requesting code quality feedback from designers and other stakeholders while integrating iterative improvements.
* Experience using version control tools including Git, GitHub, GitLab, BitBucket.
* A champion of browser standards including vanilla Javascript and bespoke CSS, but also intimate with CSS frameworks such as Bootstrap and familiar with various Javascript libraries.
* Comfortable maintaining macOS workstation including performing updates, backups, troubleshooting network connectivity issues, file sharing, and working with multiple repos in a localhost development environment.

## Professional Experience

**Dan Poynor**, Austin, TX June. 2021 to present   
Professional Development

After having to develop for Internet Explorer the previous couple years I decided to get back into using the latest technologies to create high performing, accessible web applications. For the past year I’ve been laser focused on learning new technologies and tools for web development and have been building out a new [development focused portfolio](https://danpoynor.github.io/) on GitHub. As part of this process I’ve completed three TechDegree bootcamp certifications with TeamTreehouse.com - [Front End Developer Certification](https://www.credential.net/5791d986-3d28-484f-950f-54c52356bffa#gs.n1ei45), [Full Stack JavaScript Certification](https://www.credential.net/8f329532-7d12-4929-a2a7-0afdef383c5d), and [Python Development](https://teamtreehouse.com/techdegree/python-development) (currently finalizing) while occasionally working on freelance projects. Additionally I’ve converted my [main design portfolio site](https://danpoynor.com) from WordPress to [Hugo](https://gohugo.io/) while learning Golang. Projects completed include using an API-first workflow with MERN tech stack solutions involving ReactJS, Express, SvelteKit, SequelizeORM, MongoDB, SQLite, Swagger, and other technologies while exploring creation and integration with various APIs.

**Dell**, Round Rock, TX Oct. 2019 to May 2021   
In-house then Remote Contract Sr Principal Software Engineer (Frontend)

Description of Duties: Working with the Digital Experience (DX) Configurator team at Dell I primarily focus on developing the UX/UI for product page variations which enables B2C and B2B consumers to configure laptops, desktops, and servers, add accessories to their cart, then checkout. Daily duties include attending scrum meetings, reviewing business requirements with product owners, and examining systems integration points to recommend best approaches while developing high availability and highly scalable solutions. Working closely with UX designers and back-end developers I create responsive web-based interfaces with no loss in fidelity while seeking input and requesting reviews at key stages in addition to making recommendations for potential enhancements or improvements where possible.

Primary tools and technologies used: Microsoft Windows, Outlook, Teams, Skype, Zoom, and Slack for communications. Each day as GitLab or Pivotal Tracker issues are assigned to me I then develop CSS, Jquery/Javascript, and HTML within C# Razor .Net core web application environment using Visual Studio and VS Code. I perform cross-browser testing and troubleshooting down to IE10 and conduct accessibility testing using Windows Navigator, NVDA and use multiple browser plugins for validation. Unit tests are written in Mocha/Chai or Jest and code is managed using GitLab using a git-flow workflow along with code quality auditing utilities such as ESLint, SonarLint, automated aXe testing, and others before being reviewed manually by other team members and merged into a main branch.

**Visa**, Austin, TX Jan. 2019 to Oct. 2019   
In-house Contract Front End Developer

Description of Duties: Working in-house with the Visa Design System (VDS) team I developed web components based on design guidelines for use in financial technology (FinTech) applications. Duties included meeting with UX Designers, Angular Developers, React Developers, Accessibility Experts and others towards providing high quality coded HTML, CSS/SASS, Javascript/jQuery, and image assets for approximately 52 components types (such as stylized radio buttons, navigation menus, carousels, typography classes, buttons, switches, checkboxes, range sliders, and many more) plus multiple variations of each. After coding the vanilla Javascript + CSS version of each component, it would then go to Angular, React, React Native, iOS, and other developers/consumers for use in their financial applications. Components needed to be compatible with modern evergreen browsers as well as Microsoft Internet Explorer 11 (IE11). Workflow included using InVision Design System Manager (DSM), Sketch, Canvas, Illustrator, Photoshop, Skype, Mac Outlook, SharePoint to gather visual mockups and interaction design guidelines, then using WebStorm IDE as my primary IDE while working on the MacOS platform with Chrome/DevTools and other browsers to create and test coded assets locally, then cloning, branching, pulling, merging, committing to Git repositories before requesting code and accessibility (a11y) reviews, making any necessary updates, then providing support for component consumers by answering questions about integration, interaction logic, and to gather feedback for potential improvements as part an iterative development process.

**Apple**, Austin, TX Sept. 2017 to Jan. 2019   
In-house Contract Front End Developer

Description of Duties: Working with the Retail Learning Development (RLD) team within Apple, duties in this role included adhering to the Apple corporate design guidelines while developing web applications using Javascript/jQuery, CSS3/SASS, semantic HTML5/SLIM with Git version control and within a Ruby on Rails (RoR), node.js, Mustache, JSON/YAML environment. While collaborating within this multidisciplinary team I was focused on creating unique front-end behaviors while integrating with back-end frameworks and ensuring we delivered world class web experiences.

**Dan Poynor**, Austin, TX Jan. 2017 to Sept. 2017   
Professional Development

During this period, I developed a custom UI framework for my [personal portfolio website](https://danpoynor.com/portfolio/) including 500+ projects categorized into six custom taxonomies as an information architecture exercise. This experience allowed me to study the latest UX patterns and web browser technologies such as CSS3 display: flex and display: grid for layouts, @supports for feature detection, keyframed transitions and SVG animation techniques, new JavaScript ES6 features, Google Tag Manager uses, and alternative responsive layout patterns. In developing this site I migrated assets from my previous custom Ruby on Rails (RoR) based CMS app to a custom WordPress theme and finally exported as a static site to optimize as much as possible. Additionally, I’ve received Adobe Certified Expert (ACE) certifications for Adobe Photoshop, Adobe Illustrator, and studied to achieve more certifications. I also investigated using ReactJS and ViewJS as I explored integrating with APIs using AJAX.getJSON, XMLHttpRequests.

**Insightly**, Austin, TX Jul. 2013 to Dec. 2016   
Remote Contract Front End Developer

Description of duties: Working with the marketing manager, my primary role was as front-end developer for www.insightly.com which involved maintaining the content including HTML5, CSS3, JavaScript/jQuery for the marketing site, creating HTML emails, banner ads and landing pages, plus occasional visual design projects when needed. Working with their in-house designers, developers, contractors, and vendors I would create mockups, code prototypes, and integrate marketing tools such as Marketo and Optimizely. Besides doing a lot of the A/B testing using Optimizely ourselves we eventually added services such as Experiment Engine, GetSmartContent, and Captora and others to help manage growing UX testing needs. As the Pricing page was identified as a key landing page we performed over 21 tests just on it.

There were three major site redesigns while I was with the company along with creating new sections, integrating internationalization (i18n) solutions and localizing (l10n) for three additional languages. As part of the third redesign I built out the responsive site design by creating four additional layouts for each page and coding the break-points for mobile devices. The site was initially built on a Microsoft .Net ASP framework which I managed using Visual Studio. Eventually I migrated the site to a WordPress CMS PHP configuration including custom themes and plugins I developed.

Additionally, the support site would occasionally need updating and design tweaks were needed along with their Facebook page, YouTube channel, and other online areas.

Primary tools and technologies used: HTML5/HAML, CSS3/SASS, JavaScript/jQuery, ASP.NET, PHP, SVG, MS Visual Studio, WordPress, MAMP Pro, InVision/UXPin, Photoshop, Sketch, Illustrator, InDesign, Acrobat, PowerPoint, Premier, ImgOptim, BitBucket, Jira, Git/GitTower, Optimizely, BrowserStack, G Suite, Google Analytics, Google Tag Manager, Google Search Central, Blogger, ZenDesk, Chrome Dev Tools, Safari Dev Tools, Firefox Dev Tools, Google PageSpeed, Yahoo! YSlow, terminal/shell/command line

**Adobe**, Austin, TX Jul. 2011 to Dec. 2013   
Remote Contract Webmaster, Front End Developer

Description of duties: Initially I started contracting with EchoSign and eventually became responsible for all web and print creative based on their strategic marketing and branding needs. Day-to-day short-term responsibilities included working with internal management, designers, and development teams along with third-party partners and vendors to ensure EchoSign brand integrity across multiple platforms and media types. Larger projects included pitching new high-level concepts based on marketing objectives, presenting visual design mockups and prototypes, articulating time and technical requirements, educating managers, coordinating design responsibilities, and partnering with developers and other contributors on brand standards, then following-up to ensure accuracy of work and to look for potential ways to improve effectiveness. As projects were completed assets were archived in a system I developed for easy reference and potential re-use in future projects.

As part of the acquisition by Adobe in July 2011 I was tasked with evolving the EchoSign visual language to meet Adobe’s branding guidelines while preserving EchoSign’s overall messaging and familiarity for existing users. The redesign included the public-facing website, conference booth graphics, print ads, banner ads, landing pages, HTML emails, white papers, brochures, presentation templates, and other marketing collateral. Internal templates and branding assets were updated along with third-party systems such as Salesforce, LivePerson, and Marketo.

During the transition, I led EchoSign forward with Adobe branding standards by educating managers, developers, and individual contributors on the new standards and ensuring consistency across efforts. As Adobe EchoSign became part of the Acrobat product and services family I assisted with migrating the website, including content and business logic, into the Adobe CQ content management system before handing off responsibility to an internal group at Adobe.

Primary tools and technologies used: HTML5/HAML, CSS3/SASS, JavaScript/jQuery, ASP.NET, PHP, TomCat, MS Visual Studio, WordPress, MAMP, InVision, OmniGraffle, FogBugz, SVN, Perforce, Photoshop, Sketch, Illustrator, InDesign, Acrobat, PowerPoint, Premier, Optimizely, Adobe CQ5, AEM, Optimizely, G Suite, Google Analytics, Google Tag Manager, Google Search Central, Chrome Dev Tools, Safari Dev Tools, Firefox Dev Tools, Google PageSpeed, Yahoo! YSlow

**Dan Poynor Consulting**, Palo Alto, CA Nov. 2010 to Jun. 2011   
Freelance Front End Developer, Webmaster

**IMVU**, Palo Alto, CA Aug. 2009 to Oct. 2010   
In-house Front End Developer, Flash ActionScript Developer, Visual Designer

Description of duties: Working at IMVU I helped strategize and produce marketing campaigns and on-boarding experiences. Primarily I created Flash, JPEG, and animated Gif banner ads as well as landing pages to match those banner ads which promoted the IMVU virtual world environment and gaming space. Campaigns were geared towards adults and teens allowing users to create custom avatars and interact with each other in groups, public rooms, forums, and 1-on-1 chats. IMVU enables thousands of third-party content creators to sell their virtual items (such as clothing for avatars) in a virtual marketplace using virtual credits. Each week I developed campaigns based on concepts from various stakeholders and incorporated avatar characters and virtual goods artwork to create compelling interactive campaigns.

Primary tools and technologies used: Flash, ActionScript, HTML, CSS, JavaScript/jQuery, PHP, Mercurial, Photoshop, Illustrator, Google Webmaster Tools, various proprietary tools built in-house

## Education and Certifications

* California Institute of the Arts BFA in Visual Communications
* UC Berkeley Webmaster
* UC Berkeley Linux Administration
* Adobe Certified Expert – Photoshop CC
* Adobe Certified Expert – Illustrator CC
* Splunk Core Certified User (Oct. 2020)
* Splunk Core Certified Power User (Oct. 2020)
* TeamTreehouse Front End Web Development Certification
* TeamTreehouse Full Stack JavaScript Certification
* TeamTreehouse Python Developer Certification (in progress)

## Technical Skills

* HTML5, CSS3, SASS/SCSS, Less, Bootstrap, JavaScript, jQuery, PHP, WordPress, Hugo, Swift, Python
* Git, GitHub, GitLab, Bitbucket, Mercurial, Perforce
* Atlassian Jira, Trello, FogBugz, Basecamp
* Node, CodeKit, Grunt, Gulp,
* Lighthouse, MS Accessibility Insights, W3 Validator, Narrator/Voice Over, Mocha/Chai, Jest
* Monitoring with Splunk, Site Catalyst, Optimizely, Google Analytics, Google Search Central
* WebStorm, Visual Studio Code, Visual Studio, XCode, Atom, Keynote, Figma, Webflow, Sketch, InVision
* Adobe Creative Suite including Adobe XD, Photoshop, Illustrator, InDesign, Acrobat, Lightroom, Premiere Pro
* Microsoft Office including Teams, Outlook, Word, Excel, PowerPoint
* Apple macOS, Microsoft Windows, Ubuntu Linux