

# daniel smith

INTERACTIVE DESIGNER & DEVELOPER

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E dan@dapacreative.com

## OBJECTIVE

Multidisciplinary UI Designer and Front End Developer seeking a challenging position as an Interactive Developer to showcase my diverse skill set and enthusiasm for web while focusing on building creative, functional and industry-current websites and web applications.

## EXPERIENCE

### Toky Branding + Design

Web Developer, February 2014 – September 2014

Creates front end code and Wordpress integrations for clients including HOK, Bellefontaine Cemetery, Dau Neu Furniture, Harness Dickey, and Falling Fences.

### Simpleflame

Senior Interactive Developer, Aug 2011 – January 2014

- Works on all aspects of interactive projects – from design, coding to Adobe Business Catalyst integrations.
- Uses knowledge to teach designers and developers how to use Adobe Business Catalyst through tutorial-style videos on Kiyuco.com and TribeVita.com
- Plays a crucial role in the concept and creation of bleeding edge web applications.

### Paradowski Creative

Interactive Designer and Developer, May 2005 – July 2011

Design, develop and content manage websites for multiple corporate and non-profit clients including Washington University, Monsanto, AB Inbev, Life Uniform, EVSRA, AG Industries, Bi-State Roofing, Nissan Circus Flora and The Mutual Fund Directors Forum.

## EDUCATION

### Maryville University

Bachelor of Fine Arts, Graphic Design

May 2005, Summa Cum Laude

### Saint Louis Community College at Meramec

Associate of Fine Arts, Graphic Design

May 2003, High Honors

## SPECIALTIES

- Responsive Websites, Mobile Websites and Web Application Design
- Web Development (HTML5, CSS3, JavaScript (jQuery), PHP, Analytics Integration)
- Content Management Systems (Specializing in Wordpress, Expression Engine and Adobe Business Catalyst with experience in Textpattern and Ektron.)
- Experience with CSS preprocessors (Sass)
- Experience with Git Version Control, Grunt and Gulp Task Managers, NPM and Springloops Deployment
- Information Architecture and Usability
- Email Marketing (Campaign Monitor, Exact Target, Mail Chimp, Constant Contact)
- Wireframe Development
- Photoshop, Illustrator, Indesign, Coda, MAMP
- Social Media Integration (Facebook, Twitter, YouTube)
- Project Estimates and Timelines

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## REFERENCES

### Jerry Gennaria

Brighton Agency

*Interactive Director*

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### Angie Haakenson

Toky

*Senior Interactive Designer*

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### Deanna Barnes

Spry Digital

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### Dennis Bland

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*Creative Director*

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### Ben Gennaria

Brighton Agency

*Technical Director*

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### Jason Tinnin

Simpleflame/Pixel IQ

*Co-Founder / Visionary*

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### Cesar Keller

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*Co-Founder and Chief Creative Officer*

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# daniel smith

SENIOR INTERACTIVE DESIGNER & DEVELOPER

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## Accomplishments

- Helped keep many projects within budget by completing work faster than expected
- Developed a system of templates to help streamline development time
- Taught coworkers how to code HTML and CSS
- Received a promotion and new job title by teaching myself various programs thus bringing value to the company

## Technical Strengths

Being both a designer and developer I routinely create designs in Photoshop, hand write HTML, CSS and jQuery and rollout websites using a content management system. I am very proficient with Wordpress, Adobe Business Catalyst, Expression Engine and have a working knowledge of TextPattern and Ektron. I have experience working with Sass css preprocessors and am comfortable working with Git, Grunt, Gulp and NPM. I routinely design, develop and market HTML emails using a variety of clients such as Campaign Monitor, Mailchimp, ExactTarget and Constant Contact. Having a print design background I am equally comfortable working in Illustrator, Indesign, Word, Powerpoint and Acrobat. I have also worked to develop many social media campaigns using Facebook, Twitter and YouTube.

## Characteristics

Having taught myself Interactive Media, I am extremely capable of picking up and learning a variety of new programs, languages and systems very quickly. I am also very team oriented and have developed strong relationships with both my coworkers and clients. One of my best defining characteristics is that I am able to work very quickly and typically finish projects under budget and ahead of schedule.