



David Crandall


Web Developer, UI Engineer, Designer, Musician


My passion is to create. Whether it be building SEO rich templates for websites in HTML and CSS, creating UI components with JavaScript and tools like React or Vue, building microservices with AWS Lambda and Node.JS, to designing accessible and engaging content, to writing and composing music. Utilizing my diverse set of skills and creativity to do something meaningful for people is my ultimate goal.

CONTACT

 San Jose, CA

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 davidcrandall.com
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SKILLS

Javascript, ES6	●	●	●	●	●
HTML, CSS, SASS, LESS	●	●	●	●	●
Node.js	●	●	●	●	○
LAMP/WAMP	●	●	●	●	○
UI/UX Design	●	●	●	●	○
Management	●	●	●	●	○
Agile/Scrum	●	●	●	●	●

REFERENCES

David Curtner
(Manager - Malwarebytes)
(408) 849-6184

Winnie Kwok
(Web Engineer - Malwarebytes)
(301) 529-2783

HOBBIES & INTERESTS

Music, Film, Technology, Gaming, Anime, Gardening, Art

EXPERIENCE

UI Engineer, Manager - (2020 - 2021)

Cisco - Milpitas, CA

Lead a team of UI engineers and contributed code to a variety of projects for Cisco's SDWAN product.

Major accomplishments:

- Led strategy and implementation for major UI framework migration, from Angular.js 1.x to Angular 9
- Championed and introduced unit testing for frontend code in the CI/CD pipeline
- Triaged bugs and participated in bug resolution ceremonies to vastly improve UI stability while maintaining steady feature development throughput

Web Developer, Manager - (2013 - 2020)

Malwarebytes - Santa Clara, CA

Initially joining as a web developer to drive online business growth, SEO, A/B testing, and brand awareness. Eventually grew to lead my own team of developers and QA for growth and engineering initiatives.

Major accomplishments:

- Introduced mobile-friendly design to Malwarebytes websites
- Implemented technical localization strategy to globalize the company's brand
- Drove technical SEO strategy and implemented it, nearly doubling site traffic
- Managed multiple Wordpress sites with custom plugins written in PHP
- Hand-coded successful marketing landing pages using HTML, CSS, and JavaScript
- Collaborated with product teams to implement A/B testing tooling across web and product, driving exponential revenue and sales growth, eventually leading growth and test strategy
- Built Google Analytics and GDPR/CCPA compliance modules across all websites
- Built API's for headless content from multiple content sources and marketing tools
- Managed a team of 6 engineers and 2 QA with a servant mentality to unlock potential, pave career paths, coach, and code alongside
- Worked strategically with cross-functional partners including design, brand, sales, support, marketing, security, and devops
- Revamped infrastructure from simple LAMP stack to fully managed and scalable cloud infrastructure including APIs and microservices

Freelance/Contractor - (2010 - 2013)

Various - San Jose, CA

As a freelancer, I got to do a number of fun projects and got to work with some amazing talent. Some clientele include **Stella & Dot**, **Keaton Row**, **Delta Dental Insurance**, **HomeGrown Crossfit**, and **Jazz Pharmaceuticals**

Major accomplishments:

- Completely revamped a local gym's website to successfully improve search visibility, site speed, decrease spam, and increase the volume of memberships
- Worked with a number of talented designers, content writers, and UX experts
- Built a video platform that integrated with multiple video sources & API's for Stella & Dot's marketing team
- Did all animation, video editing, and audio recording & mixing for the Malwarebytes Anti-Malware Mobile ad