

David Rhoden  
315 Tricou Street  
New Orleans, Louisiana 70117  
david@davidrhoden.com  
<https://davidrhoden.com>  
504-812-8475

*Dec 2019 –*

**Digital Art Director at Cerberus** in New Orleans, Louisiana.

Art direction, Static site development, and Wordpress development for a marketing firm. Custom plug-ins, CSS and JS-based web animation, custom templating, and cross-platform responsive development. Clients included MidSouth Coatings, Tapestry Linens, Albasha Metairie, and several others.

Eleventy, Netlify, PHP/MySQL, Javascript, jQuery, CSS, HTML, Wordpress, Photoshop, Illustrator.

*Oct 2018 – Dec 2019*

**Web developer at Online Optimism** in New Orleans, Louisiana.

Wordpress development for a digital marketing firm. Custom plug-ins, CSS and JS-based web animation, custom templating, and cross-platform mobile- and desktop-responsive development. Clients included Dixie Beer, Moxie Media, the Tunica-Biloxi Tribe, and Witry Collective Realty.

PHP/MySQL, Javascript, jQuery, CSS, HTML, Wordpress, Photoshop, Illustrator.

*Sep 2016 – Oct 2018*

**Freelance web developer and UI designer** in New Orleans.

As a subcontractor to New Orleans agencies Solid Web Design, Line 58, and Lagniappe Media, designed, built, and maintained SEO-friendly mobile- and desktop-responsive web sites for local businesses in Craft CMS and Wordpress. Created animated web advertising for agencies in San Francisco and Austin.

PHP/MySQL, Javascript, jQuery, CSS, HTML, Craft CMS, Wordpress, Photoshop, Illustrator, Adobe Animate.

*Sep 2014 – Sep 2016*

**Creative Technologist at Sanders/Wingo Advertising** in Austin, Texas.

I made animated advertising and websites for AT&T, and built proof-of-concept web sites and illustrated presentations for Sanders/Wingo's business development team. I was technical liaison to the Amsterdam NL web development team for AT&T.

PHP/MySQL, Javascript, jQuery, CSS, HTML, Wordpress, Photoshop, Illustrator, Adobe Animate.

*Oct 2012 – Sep 2014*

**Freelance web developer and UI designer** in New Orleans.

Produced websites for New Orleans agency Alford Advertising. I was also the front-end developer on a New York startup called Eatucator that created custom coupons for small groceries and farmers' markets. I also designed and built a music-oriented web-based dating app called Rockcalling as a working proof-of-concept for a private investor.

Ruby on Rails/PostgreSQL, PHP/MySQL, Javascript, jQuery, CSS, HTML, Wordpress, Photoshop, Illustrator.

Oct 2011 – Oct 2012

**Developer II for iSeatz** in New Orleans.

I worked closely with the outside design firm Rokkan NYC on our American Express Travel project, and led a difficult but time-saving effort to standardize our front-end-facing code, to make it consistent, and thereby simplify the front-end styling. Customized white-label site elements for Alaska Air and Amtrak.

Ruby on Rails/PostgreSQL, Javascript, jQuery, CSS, HTML, Photoshop, Illustrator.

Jun 2010 – Oct 2011

**Senior Web Developer for McCann/MRM Worldwide** in New York.

Javascript and jQuery development, as well as HTML and CSS, to animate and beautify web sites for clients like Smirnoff, Crown Royal, Home Depot, and U.S. Army. Eliminated excess server costs for Home Depot Garden Club by rebuilding their home page image carousel.

PHP/MySQL, ASP.net, Javascript, jQuery, CSS, HTML, Photoshop, Illustrator, Flash.

Jan 2010 – May 2010

**Front-end developer at Huge Design** in Brooklyn.

I developed modular page layout elements as part of a major redesign for NBC's high-traffic website iVillage, along with interactive features like a Body Mass Calculator, in a HAML/Sass environment.

PHP/MySQL, Javascript, jQuery, CSS, HTML, HAML, Sass, Photoshop, Illustrator.

Jun 2009 – Dec 2009

**Front-end developer for Turner Broadcasting** in New York.

I did daily development and styling tasks and created special seasonal feature designs for Turner's Expression Engine-based, high-traffic women's blogging site The Frisky.

PHP/MySQL, Javascript, jQuery, CSS, HTML, Expression Engine, Photoshop, Illustrator.

Oct 2008 – May 2009

**Senior Developer at BrandWizard** in New York.

As the front-end lead, I worked with the designers and back-end developers to complete complete re-skins of our company's proprietary asset management software, for clients including Mercedes-Benz, Hilton Hotels, and HSBC.

ASP.net, Javascript, jQuery, CSS, HTML, Photoshop, Illustrator.

### **Other experience:**

Freelance web work in New York for Huffington Post, IAC (match.com, College Humor), GoMobo, Mirren Business Development, and Bajibot (digital animators).

Attended Loyola New Orleans School Of Law and graduated with a JD, despite the school closing for a semester due to Hurricane Katrina, when I relocated to New York City. I chose not to practice law.

Web development and animation at Bent Media, New Orleans, working with Tabasco and Oreck Vacuum.

Graphic design, typesetting, and pre-press of full-color IBM server sales brochures and other corporate sales collateral for Roman/Thayer Design, New York.

Print layout for a mutual fund report with a 20,000 per month circulation and Visual Basic database front ends for Goldman Sachs, New York.

Presentation design and complex process mapping (large format visual documentation of banking processes) for Citibank.

Co-wrote a book of state-based trivia for a young adult audience called *Awesome Almanac: New York* for B&B Publishing, Walworth, Wisconsin.

Freelance writer for the online version of *Men's Health*., New York

Assistant Editor at Golden Books, New York.

Freelance writer for *Storytelling* magazine, Jonesborough, Tennessee.

Many published illustrations for New Orleans publications including *New Orleans*, *Louisiana Life*, and *Kingfish* magazines.

Showed and sold paintings in galleries in New York and New Orleans.

**Education:**

JD, Loyola New Orleans School of Law

BA, English, University of Tennessee, Knoxville