

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

Dec 2019 – present

I currently design and develop websites as a freelancer, using the business name Happiness Interactive LLC. In this role, I'm creative director, art director, and lead developer, as well as new business director and business manager. Recent clients include Tempt Films, writer Mike Edison, and musician Luke Allen.

Eleventy, Netlify, PHP/MySQL, Javascript, jQuery, CSS, HTML, Wordpress, Photoshop, Illustrator, Adobe Animate, Google Web Designer..

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 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, Adobe Animate.

Sep 2016 – Oct 2018

Web Developer and UI Designer in New Orleans.

As a freelance 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.

Made animated ads and websites for AT&T, built proof-of-concept web sites, and illustrated presentations for Sanders/Wingo's business development team. Technical liaison to the Amsterdam web development team for AT&T.

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

Oct 2012 – Sep 2014

Web Developer and UI Designer in New Orleans.

Produced websites for New Orleans agency Alford Advertising. Did front-end developer on a New York startup called Eatucator that created custom coupons for small groceries and farmers' markets. 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.

Worked with an outside design firm (Rokkan NYC) on the American Express Travel site, and led an effort to

David Rhoden • 315 Tricou Street, New Orleans, Louisiana 70117 • david@davidrhoden.com • 504-812-8475

standardize our front-end-facing code for consistency, thereby simplifying the front-end styling and saving many days of developer time. 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, Javascript, jQuery, CSS, HTML, Photoshop, Illustrator, Flash.

Jan 2010 – May 2010

Front-End Developer at Huge Design in Brooklyn.

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.

Daily development and styling tasks. 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, 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 development 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.

David Rhoden • 315 Tricou Street, New Orleans, Louisiana 70117 • david@davidrhoden.com • 504-812-8475

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

My online portfolio is at **<https://davidrhoden.com>**.