David Wisz - Front End Web Developer

david@wisz.com   wisz.com

WORK EXPERIENCE

Telmate   telmate.com   4/15 – present
Senior Web Developer

- Manage and maintain five WordPress marketing websites; update platform versions for security; implement new website features, redesign site sections; build custom themes, child themes, and plugins (PHP, CSS, JS, HTML).

- Help marketing members with content creation and troubleshooting style and functionality issues. Teach teammates how to use WordPress and basic HTML and CSS.

- Built redesign of telmate.com; built new template according to UX designer's mockups; devised production strategy for content creators and instructed all team members on how to create newly designed content modules; help team mates with display issues.

- Build landing pages for all our ad campaigns with lead conversion forms feeding into Salesforce.

- Track and report campaign performance (leads in Salesforce and pageviews in Google Analytics).

- Research and devise systems for measuring efficacy of marketing's efforts across all advertising campaign types.

- Manage marketing email tools and campaign systems (MailChimp, Pardot, Salesforce).

- Manage product transactional email tool (Mandrill), maintain and build HTML email templates, instruct engineers on usage and JSON requirements.

- Manage PPC display ad campaigns across several systems including AdWords and DoubleClick.

- Research and iteratively implement best practices for increasing campaign success (e.g., spearheading email deliverability improvements).

- Helped establish a project management process for the marketing team (Liquid Planner).

- Collaborate constantly and intensely as a central player on the marketing team, the sole web developer on the team.

ShopTAP   thehunt.com   11/13 – 2/15
Front End Web Developer

- Collaborated with Product team, UX Designers, and Full Stack Engineers to build new website features and implement redesign overhauls of existing features at a small start-up following an Agile development process.

- Used Github branches to contribute code in Ruby on Rails, HAML, CoffeeScript, JavaScript, and SCSS to complete stories in Pivotal Tracker.

- Wrote (and rewrote) rspec tests for new (and redesigned) site features.

- Implemented UX A/B tests using Split.

- Implemented semi-Responsive Design on top of a "mobile last" legacy codebase, customizing styles site-wide with media queries for mobile UX.
- Refactored and consolidated legacy code in Ruby, SCSS, and JavaScript for optimized client-side performance and a scalable, functional codebase.
- Wrote custom CSS and JavaScript solution for animated modals and forms, including a two-step sign-up form with a very specifically designed validation UX, leveraging parsley.js, including fallbacks for IE9.
- Collaborated on i18n project: converted all embedded strings throughout codebase to YAML files; coordinated translations for four non-English languages and troubleshot resulting layout issues; fixed all English-centric invocations of Ruby's pluralize method; and wrote a JavaScript function to accommodate the DD-MM-YYYY birthdate format on our sign-up form.
- Devised and wrote a JavaScript solution to block users under 13 from registering on our site to comply with the Children's Online Privacy Protection Act.
- QA'd cross-OS, cross-device, and cross-browser and fixed all issues. Organized team bug bashes with detailed coverage matrices and test cases.
- Researched and implemented SEO techniques and monitored the results.
- Monitored site traffic in Google Analytics; monitored Front End errors in BugSnag.
- Contributed to weekly discussion on process improvement and development best practices.

Quantcast   quantcast.com   05/11 – 05/13
Front End Web Developer

- Implemented precisely to spec complex and innovative UX designs with JavaScript (including jQuery) and CSS.
- Wrote JavaScript functions to Ajax and manipulate conditional UI data, problem-solving to accomplish very specific UX.
- Wrote meticulous, crossbrowser-compatible CSS, including CSS3; consolidated massive stylesheet with SCSS.
- Collaborated extensively with immediate team members, mostly full-stack engineers, to build new Web applications.
- Became the go-to team member to help full-stack engineers with CSS.
- Orchestrated jQuery version upgrade on outdated legacy codebase; updated and tested 100+ deprecated live() jQuery function calls.
- Worked extensively on the product website with JSP (front end) syntax, accessing data objects via Quantcast's custom tag library, writing conditionals, loops, etc.
- Planned performance- and SEO-optimized front end solutions for all assignments.
- Managed Front End development plan for huge marketing website redesign in WordPress; wrote detailed statements of work for outside development agency.

- Wrote PHP, HTML and CSS of new templates, and design methods for pulling content dynamically within the WordPress context.

- Helped marketing with content updates and new pages in WordPress.

- Planned strategies for Google Analytics event tracking for tracking user activity to help make UX and general product decisions.

- Implemented A/B tests customizing Google Website Optimizer javascript for multiple section variations.

- Implemented Qualaroo surveys (formerly KissInsights) with custom javascript for capturing logged in state, page type, URL etc.

- Collaborated with Product Management to plan and implement UX overhauls and launch new products, advising on feasibility and schedule.

- Planned development cycles with product management team for release of new product pages.

- Helped create responsive web design mobile prototype as a Quantathon project presented to executives - won 2nd place award.

- Won three recognition awards from engineering department VP for innovation and exemplary work.

Cisco/Flip Video   04/09 – 05/11

Front End Web Developer

- Wrote and maintained standards-compliant front end code for high traffic, Flash-centric marketing website, and JavaScript-centric eCommerce website, in ASP .NET environment.

- Represented one of two founding front end developers of internal websites team; collaborated on development of procedures, work environments, code strategies; helped to determine, fine tune and implement the deployment process.

- Templatized front end of site for internationalization; converted localized content into structure of ASP resource files; leveraged geo-IP feature of app to selectively assign assets (images, SWFs, XML files) and CSS layouts.

- Designed and implemented A/B tests with Google Website Optimizer; managed Google Analytics tracking tags across multiple domains, monitored traffic, reported to team; managed suite of international websites' Google profiles in Webmaster Tools.

HOT or NOT   hotornot.com   06/08 – 03/09

Front End Web Developer

- Wrote and maintained front end code for high traffic website in Agile development, start-up environment.

- Created PHP and CSS template system for site-wide redesign and trained teammates to use it. Helped teammates produce and troubleshoot optimized JavaScript and CSS.

- Led optimization initiative; used Yslow & FireBug for comparative analysis of competitor sites; refactored and gatekept front end code for optimal page loading, including minified, unobtrusive JavaScript solutions when possible.
- Contributed meaningfully to daily scrum; brainstormed and assessed feature feasibility within optimization objectives.
- Crosstrained and collaborated with Designers. Brainstormed UI innovations and nomenclature. Created image comps to propose UI solutions. Translated image comps into cross-browser-compatible code and optimized images, including CSS sprites. Designed and monitored A/B tests with Google Website Optimizer.
- Collaborated daily with Customer Care to troubleshoot issues, fix bugs, and evaluate UI decisions to better match audience needs. Wrote and monitored bug reports.

Monster Worldwide/Tickle   01/05 – 06/08
Front End Web Developer
- Built and maintained the front end of the "LoveHappens" dating site, wrote front end code for ad assets, built the front end of the "Create a Quiz" Web app.
- Devised and implemented front end code solutions for Web 2.0 UI effects and data display using CSS, Javascript, AJAX, and prototype.js library on String Template and JSP platforms of high traffic social network.
- Collaborated with all teammates to facilitate great user experience, produced standards-compliant code solutions, and advised colleagues on overcoming development obstacles and code difficulties.
- Troubleshot cross-browser UI issues; stayed current with dev techniques and standards.
- Diagnosed AJAX bugs using Fiddler and HTTP Headers tools.

Lonely Planet   lonelyplanet.com   09/04 – 01/05
Web Production Administrator
- Maintained high traffic lonelyplanet.com website; handcoded cross-browser XHTML ColdFusion include files.
- Drove QA process and resolved issues in Web applications and email newsletters.
- Administered calendar of rotating feature content; coded and scheduled content in timed-release tool.

Freelance - many organizations   01/02 – present
Website Manager/Developer
- Plan and implement website creation: define business/audience needs, design direction, and info architecture.
- Handcode standards-compliant XHTML, JavaScript, CSS and XML, plus AJAX solutions for managing UX.
- Create and optimize website images, Flash, video, pdfs, brochures, and other assets.

- Install, configure and skin 3rd-party white-label software/platforms: CMS, forum, shopping cart, blog, tracking, etc.
- Devise and implement SEO strategy, including code-level techniques, plus external crosslinking strategy.

SKILLS: HTML5, HAML, CSS3, SCSS/SASS, JavaScript, CoffeeScript, JQuery, Bootstrap, Foundation, Responsive Design, Ruby on Rails (intermediate experience), PHP, JSP, ASP, git/Github, conceptual familiarity with React and ES6, CVS, SVN, Perforce, WordPress, PhotoShop, Fireworks

EDUCATION
Technical & Professional Writing Certificate   05/00 San Francisco State University
Bachelor of Arts in English Literature   05/94 San Diego State University