

David Ethier

Frontend Web Developer

Bay Area, California • +1-415-716-6555 • david.ethier@gmail.com • <https://www.cactastic.com/>

Frontend web developer specializing in website personalization and AB testing, with a mastery of HTML, CSS, and JavaScript. Expert at turning design mockups into fully functional and visually appealing websites that provide exceptional user experiences. Proven track record in personalizing website experiences and conducting AB tests to measure the impact of design and content changes on user behavior and conversions.

WORK EXPERIENCE

Lead Frontend Web Developer

April 2019 – May 2023

Athleta, San Francisco, CA

Developed bespoke and reusable web content using HTML/CSS/JS and components that consumed JSON, resulting in increased website engagement and revenue. Helped the company earn over \$100 million in incremental revenue.

- Created personalized website content based on multivariate audience criteria, including geo-location, visitor engagement history, rewards programs, and more, using Optimizely, Tealium, and other technologies, resulting in improved user experiences and higher conversion rates.
- Conducted AB tests to try out 1 or more variations of content, resulting in data-driven insights and improved website performance.
- Developed a variety of complex user experiences, such as those that utilized data from APIs or personalized user data, as well as CSS animations, interactive quizzes, email sign-ups, and other website features.
- Led a team of web developers and provided guidance and mentorship, resulting in increased team productivity and technical proficiency. Was the go-to expert on the team for technical issues related to personalization, A/B testing, and web development.

Senior Web Content Developer

May 2017 – April 2019

Athleta, San Francisco, CA

Collaborated with cross-functional teams to plan and execute site layouts that were both visually engaging and user-friendly. Prototyped, built, and tested new website functionality, ensuring that content was optimized for performance and accessibility across all supported browsers.

- I leveraged my expertise in AB testing and personalization using tools like Optimizely and Tealium to deliver a more personalized and engaging user experience.
- I converted existing jQuery code into efficient, streamlined vanilla JavaScript to improve website performance.
- As a mentor, I shared my knowledge and skills with new employees to help them become better developers.

- Demonstrated my problem-solving abilities by coming up with creative solutions to problems and by quickly resolving website issues when they arose.

Web Content Developer

November 2014 – May 2017

Gap Inc., San Francisco, CA

Played a key role in coding marketing content for Gap and Banana Republic brand websites across European and Japanese markets as a member of the International Team.

- Developed and updated web pages utilizing expertise in HTML, CSS, and JavaScript, ensuring seamless display across different browsers, devices, and languages.
- Contributed to the conversion of a dual mobile/desktop site to a single responsive code base.
- Created responsive landing pages and new marketing content.

Webmaster/Account Manager

September 2011 – September 2013

CPASiteSolutions, Winooski VT

I provided full website management services to clients, from website set up and customization to ongoing updates and support. I managed DNS and AdWords accounts, led training for new webmasters, and coached clients on SEO best practices to help them optimize their websites.

- Provided support to prospective and existing clients who had questions. Signed up new clients for our website services.
- Updated clients' websites as needed to ensure their content and functionality were up to date.
- Trained clients on company tools, such as CMS, EMS, Secure File Exchange, and Tax Organizer, to help them manage their websites effectively.

EDUCATION

Coding Dojo, Mountain View, CA

Web Development Bootcamp

University of Vermont, Burlington, VT

Bachelor of Arts — Philosophy

Community College of Vermont, Burlington, VT

Associate of Arts and Sciences — Website Design and Administration

SKILLS

Web Development: HTML, JSON, YAML, CSS Animations and Effects, Responsive Layouts, JavaScript, MySQL, REST APIs, DOM Manipulation, CMSs

Web Personalization: Optimizely, Certona, Tealium, Campaign Setup, Audience Logic, Targeting & Audience coding