Daniel Christopher

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At A Glance

Experienced in modern **Javascript**: ES6, and functional programming.

Fluent in popular frameworks and libraries: **React, Redux, Underscore/Lodash, CSS3/SCSS.**

Use of optimal CSS conventions to help scale large CSS codebases: **BEM** and **OOCSS**.

Comfortable in full stack environments, including **Ruby on Rails**, **PHP**, and **WordPress**.

Comfortable in **Photoshop**, **Illustrator**, and **Sketch** for designing and prototyping.

Familiarity with statistics to make **data-driven optimizations**.

Created a top rated Google Chrome Experiment.

Profile

A web Engineer with 15 years of technical experience, I've focused primarily on front-end technologies, including React, Redux, HTML5/SCSS, and ES6. I'm self-motivated and comfortable working independently on roughly specced projects, but I'm still easygoing and love to collaborate with others.

Major themes in my work history include the intersection of technology and user experience, as well as data-driven conversion optimizations.

Experience

UDACITY, REMOTE || 2017-PRESENT
FRONT-END ENGINEER

Responsible for starting a brand-knew Knowledge application — a repository of information and frequently asked questions to ensure student success in our nano degrees.

Responsible for all aspects of front end architecture, best practices, and coding.

UPWORTHY, REMOTE || 2012-2017
FRONT-END ENGINEER

Responsible for modernizing and maintaining a mature codebase, while building new features to help increase ad impressions, drive user engagement, and facilitate a better writing experience for our content creators. I thrive in a remote environment, practicing intentional and consistent communication to keep projects moving smoothly and stakeholders in the loop.

Recent technical projects include:

- Migrating our public front-end from jQuery to modern libraries and ES6 polyfills. This reduced CDN usage by ~700 GB per month, resulting in faster load times and money saved on hosting costs. It aided the team by establishing a more standards-compliant architecture, paying down debt and opening up the door for long-term goals, such as server side Javascript rendering.
- Overhauling our image processing and CDN system, moving our codebase from a proprietary JS library to standards compliant HTML5 responsive SRCSETS, while also introducing lazy loading functionality. This resulted in better user experience, faster load times, and further reduced our CDN usage.
- Migrating a significant portion of our front-end codebase from ERB to React and Redux. This improved developer experience by integrating a more powerful templating/interaction engine and

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helping standardize coding conventions.
- Working with our Lead Designer and Head of Marketing to launch a redesign of our homepage and article pages. This needed to coincide with the public reveal of our new logo and corporate branding. We successfully launched the website overhaul on a rigid timeline to coordinate with external brand/marketing outreach, driving more brand awareness and client interest.

DEVELOPER & UX DESIGNER

From 2012-2015, I was also a product/UX designer at Upworthy. In addition to building layouts, I also interviewed stakeholders, created wireframes and fully rendered mockups, ran discrete usability tests, optimized page layouts to help achieve KPIs, and shipped production-ready code.

Responsibilities included:

- Extensive testing to drive social action conversions and time on site. This aided in company success by driving audience growth, and we were named the fastest growing media company in history.
- Meeting with multiple stakeholders to brainstorm projects, define scope and goals, and managing expectations.
- Brainstorming site redesigns and feature upgrades through iterative wireframing, and then rendering final designs in either Photoshop or Sketch.

LUCENT PDX. PORTLAND, OR || 2009-2012
CO-FOUNDER, DESIGNER & DEVELOPER

Co-founded a small creative web agency serving clients mostly in the Portland metro area. Responsible for responding to RFPs and, along with my partner, meeting with clients to establish project scope and timelines. Once approved, I was primarily responsible for iterating on designs and building out the final products in PHP and WordPress.

We worked with many local businesses including a private box karaoke lounge, a network of hotels, and an early stage iPhone accessory creator.

MUSICMAN PDX. PORTLAND, OR || 2003-2011
FOUNDER, DESIGNER, DEVELOPER

A crowdsourced music education community monetized through Google Ad network. Starting as a simple educational side project, it eventually became my full-time job for the better part of a decade.

This success was the result of SEO driven traffic, and a focus on

differentiating my product through better UX. My work included:

- Reaching over one million unique visitors per month at its peak. Included #1 search result placements for a variety of popular terms.
- PHP full stack development to build out entirely custom CMS, user accounts, and threaded discussion boards.
- Responding to customer support inquiries and audience feature requests.
- SQL database architecture and performance optimization.