



Daniel Christopher

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Profile

Web Engineer with 15 years of technical experience. I've focused primarily on Front-End technologies, including React, Redux, HTML5/SCSS, and ES6. Also comfortable working in a full stack environments such as Rails, and have past experience in PHP and Wordpress. The intersection of technology and User Experience, as well as data-driven conversion optimizations, are a major theme in my work history.

Experience

UPWORTHY, REMOTE

FRONT END ENGINEER || 2016-PRESENT

Responsible for modernizing and maintaining a mature codebase, while continuing 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, where intentional and consistent communication is required 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 traffic by 10%, resulting in faster load times and money saved 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 a more flexible forward-looking system to work in.
- 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 helping standardize coding conventions.

UX DESIGNER & DEVELOPER || 2012-2016

Until mid-2016 I was also a primary product/UX designer. Responsibilities included interviewing stakeholders, creating wireframes and fully rendered mockups, running discrete usability tests, optimizing page layouts to help achieve KPIs, and shipping 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.

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

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.

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

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.
- Unix system administration to handle scaling on a single dedicated server.

Skills

- Experienced in modern Javascript: ES6, and functional programming. Created a top-rated project in Chrome Web Experiments.
- Fluent in popular framers 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.