Ed Cupaioli

Web Development | UX | Training

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Experience

Web Developer and UX Consultant – Ed Cupaioli LLC

May 2021 - Present

- Designed and developed a Jekyll website for a recreation sports league that improved the experience for league admins, on-field referees, and players.
- Created goal tracking solutions for a Wordpress website with Google Tag Manager.

Director of Experience – eStreet

July 2020 - May 2021

- Led the web development and UX department for a marketing and political consulting agency.
- Established and implemented a user-first web development process from discovery to launch resulting in significantly faster time to launch.
- Developed Jekyll and Wordpress sites and integrated e-commerce and CRM solutions that were tracked with an all-in-one Google Tag Manager solution.

Web Developer – Arcadia

February 2018 - July 2020

- Established an experiment pipeline and report template that efficiently managed simultaneous tests on multiple-platforms and reported findings to stakeholders.
- Performed qualitative and quantitative research on landing pages with Google Optimize, Google Analytics, and User Interviews that resulted in significant increases to conversions each quarter.
- Developed a conversion tracking solution with Google Tag Manager that allowed pixels to be easily added without touching the code of the website or dashboard.
- Managed the CMS and developed features for the enterprise Jekyll website and blog along with the Zendesk support center.

Frontend Developer – Democratic National Committee

December 2015 - February 2018

- Managed users and developed features and pages for an enterprise Expression Engine website.
- Developed rapid response websites with Jekyll and developed frontend tools for political participation and party operations.
- Optimized websites and tools for load speed, conversion rates, accessibility, and legacy browsers.

Web Developer – Self-Employed

December 2014 – December 2015

- Improved the CMS and reconfigured pages for the DCPCSB website for simpler document management and access. Integrated Highcharts into existing, editable content.
- Created an elementary science curriculum to use in conjunction with i-Tree software and designed and developed the website for the project.
- Designed and developed Wordpress and Drupal websites that allowed clients to manage all their content.

Web Communications Specialist – [OSSE DC](#)

March 2013 – November 2014

- Led and implemented the reorganization of an enterprise Drupal site, which resulted in decreased bounce rates and increased organic search traffic.
- Developed and trained staff on no-cost, easy-to-use solutions for public facing programs needing event management, assessments/surveys, public commenting, and mapping.
- Managed and created content for agency social media properties and developed the weekly newsletter.

Skills

Code	Platforms	Tools	UX & Other
HTML	Jekyll	Google Analytics	A/B Testing
CSS	Wordpress	Google Tag Manager	UX Research
SASS	Drupal	Google Optimize	Interaction Design
Javascript	Forestry.io	Google Search Console	User-centric Design
jQuery	Netlify	Google Ads	Data Analysis
Liquid	AWS	Figma	Bayesian Statistics
Handlebars	Cloudflare	Adobe XD	WCAG Compliance
NPM	GitHub	Facebook Business Manager	SEO
Grunt	Zendesk	FullStory	Training & Guidance
REST API	Shopify	Asana	Project
	Snipcart	Monday	Management
	Commerce 7	Jira	
	ActBlue	Notion	
	MailChimp		
	Blue State Digital		
	EveryAction		

Other Experience

Teach for America
Math and Science Teacher

Organizing for America
Field Organizer

University of Arkansas
BA in Political Science
Minor in Marketing

University of Arkansas Music Department
Marketing Manager