

# Gregory Cowley, San Francisco, CA

(415) 596-4547 | gregory@cowleyxd.com | LinkedIn: gregorycowley | Github: gregorycowley

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## Senior Software/UX Engineer

*Front-end Software Engineer | Seasoned UI/UX Designer | IoT Enthusiast*

- ▷ Skilled problem solver who understands project deadlines, crisis aversion, maximizing user experience.
- ▷ JavaScript veteran fluent with the most current frameworks and paradigms going back to 1995.
- ▷ Self-starter with a proven track record designing and developing high-end products—consistent with branding and unique functional requirements—from concept to completion.
- ▷ Knowledge of all aspects of the Software Development Lifecycle.
- ▷ Experienced UX/Interaction Design Professional with a BFA in Graphic Design.
- ▷ Years of experience in corporate branding, brand adherence, layout, color, and typography in both print and digital media.
- ▷ Keen eye for visual detail.
- ▷ Adept at brainstorming, wireframes, creating multiple prototypes, and iterating through to final production.
- ▷ Heavily versed in motion-graphics and animation.
- ▷ Adjunct Professor, teacher, mentor and poised team player with the skills and innovative ideas needed to drive technical performance

Languages:	JavaScript/NodeJS   HTML5/LESS/SCSS   ActionScript   PHP   Lua   Objective-C   Python
Frameworks:	React/Redux   RxJS   AngularJS   Apache Flex   jQuery
Workflow:	Git   NPM/Yarn   Webpack/Neutrino   Ant/Grunt/Gulp
QA:	ESLint   Jest/Enzyme   Selenium
DevOps:	Jenkins   Docker   Vagrant   Chef   AWS/CloudFront   MySQL/PostgreSQL
Methodologies:	Agile with Jira/Slack   Scrum
Other Key Tools:	Photoshop   Animation   SVG Illustration   Sketch   Adobe XD

## Professional Experience

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### VOICEBASE | San Francisco, CA—Senior Software/UX Engineer | 8/2018 to 2/2019

*Brought design and engineering skills together to construct an UI for an API-only voice recognition/analytics company. Built out a team of front-end engineers, planned best practices, and created a design system.*

- ▷ Worked primarily with a React/Redux/Webpack stack along with RxJS, Neutrino, and Lerna for the monrepo.
- ▷ Created product demos that were integrated Tableau for trade shows.
- ▷ Designed and built out a developer portal to ease the onboarding process for new customers.

### ROCKET LAWYER | San Francisco, CA—Senior Software Engineer | 8/2017 to 8/2018

*Worked with channel marketers, product designers, SEO analysts, and the content team to implement the next generation of marketing materials for web and mobile.*

- ▷ Worked with a custom Java based CMS system and drove a planned migration to HippoCMS.
- ▷ Inherited a legacy codebase which needed heavy refactoring.
- ▷ Rendered extensive knowledge of JavaScript, Angular, Node.js, HTML, CSS/SASS, and jQuery.
- ▷ Engineered complex, multi-page A/B and multivariate tests using Optimizely.
- ▷ Strictly followed a workflow that included Jira, Git, Slack, and Agile processes.

- ▷ Delivered pixel-perfect user experience and worked closely with product designers.
- ▷ Coached and mentored junior engineers.

## **BLURB, INC. | San Francisco, CA—Senior Software Engineer | 6/2015 to 8/2017**

*Leveraged extensive technical insight as a Project Lead, directing a team to provide software solutions for a web-based self-publishing platform.*

- ▷ Engineered improvements and maintained a legacy Flex web application. Resolved issues, significantly reduced crash rates, and laid groundwork for transition from Apache Flex to ReactJS.
- ▷ Added error reporting and improved analytics using Mixpanel, MicroStrategy and SumoLogic.
- ▷ Developed and maintained integrations for 3rd party APIs using OAuth and RESTful services.
- ▷ Closely collaborated with the QA engineers to generate a high-end suite of automated tests using PhantomJS/CasperJS and Selenium. Worked closely with customer support team to resolve customer issues, ensuring remarkable user experience.
- ▷ Utilized tools such as ReactJS, Redux, Ruby and NodeJS within an agile-based software development environment.
- ▷ Owned and managed the Jenkins deployment pipeline. Wrote extensive documentation. Removed dead code, updated libraries, streamlined the build process.

## **COWLEY STUDIOS | San Francisco, CA—Principal | 2003 to 2015**

*Owner/Creative Director/Director of Technology for an Interactive brand and digital experience agency. Partnered major companies to produce high-end interactive user experiences.*

**Partners included:** FuseProject | Punchcut | GilmourCraves | Elixir Design | IDEO | Intel | Adobe Systems / O'Reilly Media | Merck Pharmaceuticals | Dr Pepper | Propane Studio | Ogilvy | Goodby, Silverstein & Partners

**Projects included work for:** Visa | hp | Kaiser Permanente | Wells Fargo | Stags Leap Winery | Four Seasons Hotels

- ▷ Partnered with a team to develop a web-based health insurance exchange platform, enabling Kaiser Permanente's millions of users to easily access, buy, or upgrade their insurance plans.
- ▷ Built a UI for a Java based platform using SCSS, JavaScript, HTML5, Ruby, ERBs
- ▷ Created responsive websites that adhered to accessibility standards and resolved cross-browser/platform inconsistencies.
- ▷ Implemented deployment plans using Chef and Capistrano on Amazon Web Services: EC2, S3, CloudFront
- ▷ Designed Plugins and templates for WordPress to integrate with REST APIs.
- ▷ Played an integral role the technical lead directing the implementation and maintenance of a wide-range of CMS and E-Commerce websites.
- ▷ Introduced version control using Git, created integration/deployment plans, and spearheaded the development of coding and design standards.
- ▷ Successfully maintained a Magento based retail site with over 8000 products, oversaw localization and translation, and did R&D on technologies such as PDF generation, SAML, Facebook Promotional Apps .
- ▷ Interfaced with clients during production while working with a design team to implement new designs and content.
- ▷ Facilitated a range of technical solutions, including an automated platform for online printing, interfaces for video game consoles, and a commercial stock photo library.
- ▷ Created a high volume of websites using Drupal, WordPress, Magneto, and Joomla.
- ▷ Leverage extensive expertise in ActionScript 3.0, JavaScript, and PHP to produce micro-sites, interactive kiosks for trade shows, and an online photo library.
- ▷ Skillfully designed and programed native iOS applications deployed within the App Store.

## **MACROMEDIA/ADOBE SYSTEMS | San Francisco—Flash Designer/Developer | 2001 to 2003**

*Designed, animated and implemented interactive headers for Macromedia.com and Breeze™.*

## **3FEETOFFTHEGROUND | San Francisco—Founder/Creative Director | 1997 to 2001**

*Founded and operated a design and motion graphics firm producing visual content for trade shows, kiosks and web.*

**LANDOR ASSOCIATES** | San Francisco/Hong Kong—**Designer/Production Artist** | 1993 to 1997

*Designed and produced brand and corporate identities.*

## Teaching

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**CALIFORNIA COLLEGE OF THE ARTS** | CA—**Adjunct Professor** | 2002 to 2014

*Taught interactive technologies, animation, and mobile/website development.*

- Taught undergraduates and graduates in the Graphic Design, Interior Design, and Industrial Design departments, including summer programs in San Francisco, Oakland, and Paris, France.

## Education

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**Bachelor of Fine Arts, Graphic Design**, 1992 – **University of the Pacific** – Stockton, CA

Further education: **Graphic Design** – **University of Central Lancashire** – Preston, England