Gregory Cowley, San Francisco, CA

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

# 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

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## 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.*

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

*Designed and produced brand and corporate identities.*

## Teaching

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

*Taught interactive technologies, animation, ane 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

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

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