Dan Norton

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Summary

Boston area Front-End developer pursuing an engaging role in UI development with 9 years of experience within the Marketing, Advertising, Broadcast, Music and Sports industries. Strong collaborator and clear communicator, has proven an effective manager of engineering resources and efficient developer with acute design sensibilities.

Experience

Spartan Race - Boston, MA   01/15-Present
Lead Developer
Responsible for day-to-day operations and development of www.spartan.com and two dozen licensee sites. Work closely with content managers and product teams to improve user experience and optimize marketing opportunities. Maintain dozens of UI components, CMS servers, and middleware. Serve as primary point of contact for vendors and team members on any web integrations and initiatives.
Key Achievements:
- Led 4-month development of a site migration from PHP to AngularJS.
- Collaborate with external teams in proprietary API development and development of third-party integrations such as Responsys, JWPlayer, Chronotrack and Mailchimp with core product.
- Led 4-month international re-architecture of Angular site, leveraging regionalized CMS and translation services to streamline and unify the front-end codebase.

Breaktime Media - Boston, MA   06/13-01/15
UI Developer
Responsible for UI development and maintenance on www.dailybreak.com. Work alongside product owner, sales and content teams to build client-specific native advertising mini-games and continually improve user experience.
Key Achievements:
- Led design of AngularJS 1.x front-end.
- Built customer-facing UI components for gaming experiences such as Photo Upload, Trivia, Spot the Difference, etc.
- Deployed numerous CMS tools to enable Content teams to directly create end-user experience.

LocaModa - Boston, MA   03/10-06/13
Creative Director
Responsible for developing presentation layer of Digital Out of Home social media campaigns. This involved communication with brands and agencies to collect requirements and manage expectations, as well as close collaboration with senior developers.
Key Achievements:
- Designed and developed Digital Out of Home campaigns for largest companies in entertainment space, including ESPN, Levi's, and Comedy Central.
- Developed knowledge of campaign building microsites in JS/HTML/AS3
- Developed rapid deployment architecture in collaboration with senior developers and DevOps engineers, enabling faster go-live with client campaigns.

BarCast Networks – Somerville, MA   01/08-3/10
Creative Developer

Reported to Creative Director as technical lead, liaising with our technology partner LocaModa. This involved building interactive 'programming' in HTML/PHP/AS3 that served viral and social content, managing and monitoring nodes on the network, and assisting installation crews in Boston, Chicago, and Miami.

Key Achievements:
- Developed and installed multi-screen rich-media installation for New Balance event in NYC including live video, text to screen, twitter, and photoupload applications.
- Worked directly with technology partner to develop their SAAS product based on BarCast's needs.
- Developed strong aesthetic acumen and design skills working with advertising veterans.

Education

Emerson College – Boston, MA   09/04-10/07
B.A., Visual and Media Arts

- Focus in New Media
- Minor in Photography
- Graduated in 3.5 years

Technical Proficiencies

- Development Languages
  - JavaScript (JQuery, NodeJS, Angular 1.x)
  - SASS/CSS
  - HTML
  - JADE
  - ActionScript3
  - PHP
  - NPM
- Technologies
  - AWS
  - SOAP / REST Web Services
- Software
  - Photoshop
  - Illustrator
  - AfterEffects

Projects

Vater Percussion — *vater.com*

Redesigned, re-architected, and rebuilt the drumstick manufacturer's site. Partnered with a Ruby developer to build a CMS powering the AngularJS front-end. Vater is a longtime client that has allowed me to experiment and learn over my career.

Twaural — *twaural.herokuapp.com*

Project made for Converse Rubber Tracks Hackathon. Turns tweets into mini-songs using loops and samples from Converse's Sound Library. Built in AngularJS and NodeJS. Won 3rd place.

Barricades

From 2008-2016 I played drums and managed a local band called Barricades. I handled album art, digital distribution, booking, and social media/site management. Redemption of LP pre-orders required a custom PHP redemption system. We were semifinalists in Boston's 2014 Rock N' Roll Rumble and played all over the city. We played our farewell show in July of 2016 after releasing an EP: losbarricados.bandcamp.com