

## QUALIFICATIONS

- Experienced in building, shipping and maintaining scalable front-end applications and websites, refactoring and re-architecting code to support new models, passionate about user experience and web performance optimization.
- Technical stack:** HTML, CSS, JavaScript/ES6, React, Redux, REST APIs, Node.js, Express, Webpack, Git, Bootstrap, Magento, TYPO3 Flux/Fluid/VHS, Wordpress, Adobe Photoshop, Illustrator, command line.

## PROFESSIONAL EXPERIENCE

### Vitec Imaging Solutions (Daymen Inc, prior to acquisition) – Sr Front End Developer

7/2014–10/2019

- Built and supported eCommerce sites in Magento 2 Enterprise multi-store environment for [JOBY.com](http://JOBY.com), [LowePro.com](http://LowePro.com), [Manfrotto.com](http://Manfrotto.com), [Gitzo.com](http://Gitzo.com); sites sell thousands of products, are highly customized and translated into 23 languages.
- Developed scalable responsive templates for custom CMS, including frontend and administrative backend, to be used by eCommerce managers to populate and manage all web content.
- Migrated UI components and product data from Magento 1 to Magento 2 platform, refactored legacy code.
- Developed responsive layouts for product and category pages, implemented theme customizations, coded all elements and rich content, including hot points, 360° rotators, sliders, galleries, video, product banners.
- Integrated third party APIs to aid in conversion, such as social UGC Storybox, user reviews by Bazaar Voice and Power Reviews, Shopping Guarantee, localized content via Ajax GeoIP detection.
- Programmed data-driven UI in JavaScript, PHP and CSS to automatically generate display of product specifications.
- Completed timely Magento Enterprise system upgrades, patches and extensions installations.
- Performed ongoing site and shopping cart optimization, reducing load time by 30% and improving cart abandonment rate.
- Implemented new Wordpress themes for two brands, developed blog template and workflow process for marcom.
- Developed web product launch process reducing time to market by 2x and significantly improving quality.

Vitec ceased its US operations and closed its Petaluma office in October 2019.

### Web Developer – independent contractor

2013–2014

- SRJC CS Dept.: Programmed components for the [Math Skills](http://MathSkills.com) web application using JavaScript, JQuery and Angular JS. Designed and implemented new directives, built new problem sets, maintained and debugged existing code.
- Zoomit Inc: Designed and coded responsive data-driven interfaces and templates for a new online ordering application. Implemented new homepage, mega menu, landing page and application layouts using HTML5, CSS3, JS/JQuery, integrated templates into the Python-based back-end framework.

### Web Project Manager – Intel Corporation, Global Online Operations

2009–2010

- Managed multiple web projects for [intel.com](http://intel.com), such as product launches, campaigns, redesigns, migrations, and newsletters for Intel consumer, business and channel audiences. Sites in scope total 2,500 pages, translated into 4 languages and published on 3 information platforms. Stepped in as developer during critical launches.
- Developed and executed web marketing and production roadmap for [intel.com/espanol](http://intel.com/espanol) and [intel.com/portugues](http://intel.com/portugues) websites.
- Established scalable web publishing / localization workflow on enterprise CMS, reducing production time by 15%.
- Coordinated 6 web launches in 24 languages, worked with marketing, production, Geo and IT support teams globally.

### Sr. Web Developer, Web Project Manager – Intel Corporation, IT Flex Services

1998–2007

- Executed and managed all web properties for Intel's Canadian and Latin American external websites.
- Developed a proposal, planned, programmed and launched a new French-Canadian localized site.
- Led front-end development and post-launch support of Intel's external where-to-buy e-commerce site.
- Designed, programmed and deployed external websites for Intel, using a combination of HTML/JavaScript/Flash/XML technologies. Acted as a liaison between marketing, engineering and external vendor teams.
- Supported US and international [intel.com](http://intel.com) websites, published updates, integrated localized content, and performed regular site QA and maintenance.
- Gathered and analyzed weekly web metrics data and performed content optimization.

## EDUCATION

Online programming education – General Assembly, Udacity, Udemy, 2020 - present  
Web Developer Certificate, Santa Rosa Junior College, CA, 2015  
MBA, Information Technology, Sonoma State University, CA, 2009