Johnathan Smith
Web Developer - NC State University

Raleigh, NC - Email me on Indeed: indeed.com/r/Johnathan-Smith/9af56010f13e1056

Willing to relocate: Anywhere
Authorized to work in the US for any employer

WORK EXPERIENCE

Web Developer
NC State University - April 2015 to Present

Collaborates across departments to produce websites and web apps for college departments and national research centers. Employs both frontend and backend development to create professional-quality that increase brand awareness.
● Engineered a social media database application with Laravel. Established a system for social branding approval with conversations and email notifications. Integrated and modified existing Shibboleth login system and implemented different user roles. Used Laravel Dusk for E2E browser testing. Implemented an API to gather social media channels and information. This data then used for a custom built WordPress plugin to serve that information.
● Created a searchable database (via Algolia) on top of the Laravel PHP framework to advertise professional experts and professors for nation-wide television programming interviews. Used Laravel Backpack as an administrative interface on top of an MVC architecture.
● Created a WordPress based templating system for emails that the university brand regularly uses on all major publications and messages.
● Completed overhaul and brand refresh of national research center (FREEDM) on NC State campus. Led development project to implement new functionality and styling within WordPress using original, custom code. Created custom utilities in PHP and JavaScript with WordPress integration such as employee/student search, members-only content/login, scheduled post visibility, and multiple custom post types.
● Led the site refresh for NC State's Giving page. Fiscal year 2015 set a university record of $208.5 million dollars in funds.
● Created a more user-friendly interface for a site that enlists professors from across the globe to work in new and exploratory positions using custom JavaScript and HTML/CSS.
● Created WordPress plugin using D3.js to visually represent faculty research in multiple disciplines using a triangulation method.
● Integrated Google Maps API into a WordPress plugin using PHP and custom JavaScript to demonstrate ongoing faculty research projects across the globe.
● Used OOP to construct a WordPress shortcode plugin that uses Flickr API to fetch photographs using custom variables like photo number, album, thumbnail size, etc. and display them on a site along with a caching mechanism.
● Created CSS/JavaScript animations using Greensock API.
● Spearheaded the creation of several department WordPress themes harnessing PHP and JavaScript/jQuery.
● Provided technical support for different departments as needed.

Web Developer
Civitas Institute - May 2008 to April 2015

Directed and completed large-scale web design and production using jQuery, JavaScript, PHP, WordPress, and MySQL to enhance user experience, increase conversion rates, and boost viewership.
● Engineered WordPress plugin to establish connections between entries via custom post types with JSON and AJAX. Utilized Cytoscape.js, a data visualization library, to dynamically generate aesthetically appealing SVG models. Extensively incorporated custom functions from Object-Oriented PHP, jQuery, and plain JavaScript, including Facebook SDK to implement sharing. The site garnered over 100K views in its first 72 hours.
● Orchestrated the development of an elegant website for one of North Carolina's major political conferences. Built on top of FoundationPress using SASS and Grunt and implemented custom scheduling and event functionality with PHP and WordPress. Used a mobile first philosophy and built completely responsive on all devices.
● Pioneered the production of a state-wide legislative ranking site built atop PHP and MySQL. This included the development and construction of a relational database for media queries. Used jQuery and AJAX to query database for data.
● Directed a team of 6 interns to create a series of YouTube videos. Appointed different assignments to each team member to finalize project. Video series viewership was over 7,500.
● Envisioned and created interactive and viral content to promote brand visibility, including an AJAX and jQuery-based game that earned over 50K views.
● Spearheaded the creation of an HTML newsletter creator utilizing jQuery that notably saved work hours. Ensured the program was accessible and intuitive, allowing for employees in other departments to learn and independently use the creator.
● Employed responsive design techniques and search engine optimization best practices, resulting in a 30% increase in pageviews and a 42% increase in unique visitorship.
● Harnessed the Auhorize.net API to create donation forms from scratch resulting in increased revenue to the non-profit.
● Established A/B testing program on numerous brand emails to monitor and adjust conversion optimization strategy and increase average click rates by 3-5%.
● Executed WordPress multisite install and developed many WordPress themes and plugins using PHP, HTML, CSS, MySQL, and jQuery for multiple successful websites with intuitive navigation and user-friendly interactive features.
● Provided effective support for several products to people of various skillsets and technical knowledge.

EDUCATION

Bachelor of Arts in Communications
University of North Carolina at Chapel Hill   -   Chapel Hill, NC
2007

High School Diploma
Cary Academy   -   Cary, NC
2003

Certificate in Computer Programming
NC State University   -   Raleigh, NC

SKILLS

API (9 years), CSS (9 years), HTML (9 years), JAVASCRIPT (9 years), jQuery (9 years)

LINKS

https://www.linkedin.com/in/johnathansmith/

ADDITIONAL INFORMATION

CORE COMPETENCIES

PHP + Laravel JavaScript & jQuery WordPress Themes & Plugins
MVC Architecture HTML & CSS MySQL and Relational Databases
Mobile First & Responsive Design SASS & LESS Git & Version Control
Grunt & Gulp REST Object Oriented Programming
Twitter Bootstrap + Foundation AJAX Email Templating
C# Java Vue.js

API Creation REST & CRUD