

# Jason Haberman - Front End Developer

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## PROFESSIONAL SUMMARY

Lead Front End Developer with fifteen years' experience, specializing in mobile and responsive development, producing a combined estimated \$14 million in sales. Excels at developing rich mobile layouts, creating effortless navigation. Extensive experience creating Fortune 500 enterprise customer sites with over 50 subpages and navigation. Strong skillset developing and understanding email marketing, building over 50 templates for reuse. Specializes in assembling Photoshop graphical assets to web layouts, combining aesthetic appeal and functionality.

## TECHNICAL SKILLSET

- **FRONT END DEVELOPMENT:** HTML5/CSS3, JQUERY, JAVASCRIPT, SASS
- **FRAMEWORKS:** BOOTSTRAP3, SKELETON, MIDDLEMAN, 960 GRID
- **VERSION CONTROL:** GIT, BITBUCKET, SVN
- **CMS:** WORDPRESS, SQL w/PHP
- **TOOLS:** WEBSTORM, RUBYMINE, SUBLIME TEXT
- **METHODOLOGY:** AGILE, SCRUM, KANBAN (JIRA)
- **DESIGN:** PHOTOSHOP, ILLUSTRATOR
- **TESTING & ANALYTICS:** A/B TESTING WITH GOOGLE ANALYTICS, GOOGLE WEBMASTER TOOLS, CRAZYEGG
- **PROTOTYPING:** BALSAMIQ
- **CERTIFICATIONS:** CERTIFIED WIRELESS NETWORK ADMINISTRATOR

## WORK EXPERIENCE

**Marketing Front-End Web Developer** MetaGeek, Boise, ID

2013-2016

*Accomplishments:*

- Managed all six phases of design process to deploy new responsive site resulting in over \$5m in annual sales
- Sole front-end developer on e-commerce website that generated 300,000+ hits a month
- Lead of numerous A/B tests that directly increased same page revenue by over 100%
- Acted as Marketing Team Scrum Master
- Implemented website Marketing Automation (Pardot and Act-On)
- Lead of SEO efforts which increased targeted keywords and raised average page rank 50%

**Front-End Web Developer** Wirestone, Boise ID

2007-2013

*Accomplishments:*

- Solely managed five phases of design cycle from writing business requirements to coding, testing and delivery
- Hand-coded cross-browser standards compliant HTML and CSS.
- Built over 40 front-end websites for Fortune 500 companies such as HP, Microsoft, Motorola, Nike resulting in increased customer traffic
- Successfully managed communication between designers and developers
- Built dozens of HTML email templates for Motorola, HP and IBM. Increased clients' engagement rates.

*Accomplishments:*

- Developed vacation scheduling app in ColdFusion used by hundreds of internal HP employees
  - Built complete with user security, flexible schedule rules for each team, and full reporting capabilities.
  - Saved hundreds of man-hours per year, immensely reducing budgetary costs
- Developed numerous internal employee knowledge websites, effectively decreasing employee silo effect

**EDUCATION**

B.B.A. Computer Information Systems, Business , Boise State University

**PROJECT HIGHLIGHTS**

**Metageek.com**

Inherited a wordpress site which had been mismanaged for years. Cleaned up HTML/CSS to reduce page weight by 60%. Eventually designed, built, tested and deployed a brand new fully responsive site. Site received 300,000 visits a month, \$5m in annual sales.

Tools: HTML, CSS, Bootstrap3, jQuery, Middleman, Act-On, Wordpress

**Microsoft Partners in Learning Network**

Member of a large dispersed team working to implement website used by millions of teachers worldwide. Worked on building HTML templates and marrying them to the MVC backend code. Due to global use requirements, site performance was paramount. Included styles for foreign languages.

Tools: HTML, CSS, Javascript, Visual Studio

**Nike - Mosaic 23/25 - <http://www.jumpman23mosaic.com/>**

Built all front end templates for a promotional site for Nike. Site was built to incorporate a Silverlight interface to allow thousands of Air Jordan fans to share photos of them and their shoes merged into a Michael Jordan mosaic. Featured at the 2010 NBA All-Star Game in Dallas Texas.

Tools: HTML, CSS, Photoshop, Silverlight

**ConAgra Foods - Child Hunger Ends Here**

Built dozens of HTML templates to build out site. Features include games for kids and promotional content and the ability for consumers to enter codes from their food packages to donate meals.

Tools: HTML, CSS, Photoshop

**PERSONAL SUMMARY**

- Collaborative, always eager to find the best business solution
- Comfort in dealing with rapidly changing conditions and requirements
- Strong attention to detail
- Excellent written communication skills
- Quick learner, can pick up technical and non-technical concepts rapidly
- Responsible, takes ownership and accomplishes what is promised
- Work samples can be viewed: <http://resume.jasonhaberman.com>

Happily married with young twin daughters. Alumnus of Boise State University and a huge football fan. Not missed a home football game since started attending in 1992 (159 games and counting). Loves computers, technology, gadgets, movies, Las Vegas, cooking (including slow and low BBQ), writing, video games, and amateur photography.