JEFF LOUDEN

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JAN. 2013

PRESENT

TECHNICAL LEAD

THE NEW YORKER

Responsible for technical operations and development of all digital products including newyorker.com, native mobile applications, and third party integration points.

Collaborates with magazine leadership, project, product, and internal departments to set technical vision and develop technical road maps, including a complete re-architecting and new technical vision for the forthcoming re-platforming and redesign of newyorker.com.

Responsible for all technical coordination between The New Yorker and its parent corporation, Conde Nast. Including, partnerships with company-wide DevOps, Tech, Design, Analytics, Advertising Operations, and Consumer Marketing.

Established new in-house tech team, managing four developers.

SEPT. 2011

JAN. 2013

LEAD DEVELOPER, BARACKOBAMA.COM

OBAMA FOR AMERICA

Developed and supervised the daily operations of the largest, and first responsive, presidential campaign website in history with over 350 million page views.

Collaborated with stakeholders, project managers, designers, devops engineers and user experience engineers to translate the goals of the campaign into world-class interactive experiences such as the Affordable Care Act Tool and Young Americans for Obama.

Managed five developers with a variety of specialties and expertise, responsible for the creation and maintenance of all voter persuasion projects for BarackObama.com.

Leveraged A/B testing, user focus groups, web analytics reports, SEO optimizations and usability enhancements to improve ROI including an estimated 161% in acquisition conversation rate.

Led the broadest implementation of custom Facebook Open Graph actions which published over 700,000 unique actions.

Created and maintained documentation, best practices, and coding standards for a team of twenty developers.

JAN. 2005

JAN. 2007

CERTIFICATION IN MUSIC TECHNOLOGY AND PRODUCTION

BERKLEE COLLEGE OF MUSIC

AUG. 2001

MAY 2005

BACHELOR OF SCIENCE, INFORMATION STUDIES

FLORIDA STATE UNIVERSITY

HTML5 / CSS3 • JAVASCRIPT / JQUERY / MODERNIZR

OPTIMIZELY • EXPRESSION ENGINE / WORDPRESS / JEKYLL

DJANGO • PHP / MYSQL • LESS • GIT