

John Simpson

Frontend web developer with skills in graphic design and marketing.

DEVELOPMENT EXPERIENCE

Lead Developer, Designer, Marketer *Innovative*

2019 - PRESENT

- In-house web developer, graphic designer, and marketer for industrial refrigeration company.
- Designs newsletters, booklets, flyers, social media graphics, and other promotional items, using Photoshop and InDesign.
- Designs and codes custom WordPress themes for a suite of company-owned properties, using PHP, HTML, JS, and CSS.
- Collects and analyzes website and social media analytics, and makes evidence-based decisions to increase traffic.
- Researches and performs SEO on company properties.
- Writes promotional copy and edits informational blog articles.

Lead Developer, Designer, Marketer *vk.gy*

2014 - PRESENT

- Founder and lead developer of band information database.
- Develops and maintains custom CMS powered by PHP and SQL.
- Designs and develops frontend with HTML, CSS, and JavaScript.
- Uses principles of UI/UX to increase ease of data entry and reduce errors in data.
- Uses analytics, search console, and heatmaps to make improvements to SEO.
- Builds and maintains professional business relationships with companies and artists in the industry.
- Planned and launched a successful Patreon campaign.

Freelance Web Developer, Graphic Designer *Self-Employed*

2008 - PRESENT

- Develops custom web solutions for clients, mainly using PHP7, SQL, and JavaScript ES6.
- Designs and builds custom responsive, mobile-first front-ends using HTML5 and CSS3.
- Actively collaborates with clients to meet their design expectations without sacrificing speed or accessibility.
- Designs logos and promotional materials using Photoshop, Illustrator, and InDesign.
- Delivers completed products within given timeframes.
- See portfolio for recent work: [JohnSimpson.dev](https://johnsimpson.dev)

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[JohnSimpson.dev](https://johnsimpson.dev)

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SKILLS

Technologies

HTML, CSS, JavaScript, jQuery, PHP, MySQL, WordPress, VBA, SVG, Git, Markdown

Software

Excel, Word, Photoshop, Illustrator, InDesign, XD

Recognition

Shamrock Stars recognition.
Managerial Excellence award.
Employee of the Month x6.

Education

B.S., Biology ('08 - '12)
James Madison University

References from clients and former supervisors available upon request.

OTHER EXPERIENCE

Quality Department Lead, Shamrock Foods, Verona

2014 - 2019

- Performed biological, chemical, and physical tests to ensure quality of 200,000 items each day.
- Predicted, identified, quarantined, and remedied quality issues that could negatively affect public health and safety.
- Created and interpreted reports.
- Used, maintained, and troubleshooted advanced equipment such as FTIR machines, cryoscopes, CEMs, CR Celsis machines, and more.
- Continuously improved cross-department knowledge.
- Worked quickly and with a high degree of quality, while making evidence-based decisions on the fly, to protect company bottom lines while favoring customer safety above all else.
- Hired and trained all lab staff.
- Managed lab inventory and ordering.
- Architected and implemented new lab/plant policies.
- Spearheaded successful projects to increase legal compliance in documents across plant. Reduced lost product by half through successful hold revision project.