

# 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)

Harrisonburg, VA  
(434) 401-8831

[johnathan.l.simpson@gmail.com](mailto:johnathan.l.simpson@gmail.com)

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

<https://www.linkedin.com/in/john-simpson-b618bb179/>

## 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.