

JOHN HOYSA

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Front-End Developer

Highly creative and versatile Web Developer and designer with extensive experience in programming languages / coding, graphic design, and content management tools. Skilled in translating subject matter into concrete designs and responsive / interactive web sites. Exceptional collaborative and interpersonal skills; able to build exceptional rapport with clients, partners, and developers, driving successful project life cycles. Excels within deadline-driven and dynamic environments, operating with creative teams or independently. *Areas of expertise...*

Environments: macOS, Windows

Software / Tools: HTML, CSS, SASS, Craft CMS, WordPress, JavaScript, Git, jQuery, NPM, Docker, Sketch, Twig, Adobe Studio, Atlassian Products, ExpressionEngine, Flash, Microsoft Office Suite (Word, Excel, PowerPoint)

Skills: Web Site Development / Design, Web Site Redevelopment, Graphic Design, User Interface (UI), User Experience (UX), Marketing Strategy, Print Collateral Design, Web Site Analytics / Metrics, CSS Animation, Coding, SEO, Photography / Editing, Content Development, Presentations, Data Migration

PROFESSIONAL EXPERIENCE

MACSALES.COM / OWC DIGITAL – Austin, Texas

HTML / CSS Developer, 2015 to Present

Collaborates with a team of front-end developers in creating, maintaining, and updating websites. Leverage and guide staff members through projects to ensure high levels of quality and superior customer service. Assess technical requirements to conduct brainstorming sessions and deliver key insights and solutions. Utilize Jira software to manage and track projects, as well as to facilitate collaboration and effectiveness. Join forces with marketing specialists to build and run A/B tests, recommending improvements and better experiences.

- Integrated new e-commerce platform and marketing pages to Craft CMS, a Content Management System (CSM), which eased creation and management of content.
- Produced a coding style guide and documentation that describe the current build process and various parts of CMS work within the control panel and web templating.

UNSUSTAINABLEDESIGN – Austin, Texas

Freelance Developer & Designer, 2005 to Present

Completed numerous projects for diverse clients, including Codesign Austin, Tom Hurt, and Hamilton & Associates, working closely with Foda Studio, a brand consultancy and design agency. Analyzed market trends, graphic design / web development tendencies, and specifications. Migrated data from old static sites to new CMS powered sites.

- Improved website usability and business results by revamping customer's sites to highlight products and services; increased interest and loyalty in brands, providing suggestions for design updates.
- Devised and implemented effective SEO strategies that enhance web design and responsiveness to attract audiences.

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EDUCATIONAL SERVICE CENTER REGION 13 – Austin, Texas

Web Developer & Project Lead, 2012 to 2015

Directed web development project life cycle, from defining goals / needs and providing technical insights to testing and delivery; adhered to client's requirements, including budget restraint and project scope. Designed applications with Bootstrap framework, ExpressionEngine, and Craft CMS, focusing on delivering flexible, customize, and user-centric web pages; maintained communications with owners to facilitate management of sites and content, allowing clients to have more control over content.

- Trained users on WordPress platform, publishing tools, and site maintenance; instructed about how to update and maintain their page at esc13.net, empowering creation of educational and interesting content.
- Developed comprehensive training materials for teachers and school administrators using jQuery, Flash, and interactive PDF.
- Generated wireframes, prototypes, graphics, and user experience while completing complex coding with the use of web programming languages, such as HTML / CSS, Flash, and jQuery.

NETSPEND | KINNSEY SOFTWARE – Austin & Rollingwood, Texas

Designer & Front-End Developer, 2009 to 2010

Identified client's needs and goals to develop corporate and customer sites. Carried out A/B Testing in collaboration with NetSpend's team to analyze email campaigns and print collateral performance. Suggested design changes and enhancements as necessary to optimize website usability. Boosted Kinnsey's web traffic by rewriting and testing its webpage.

- Improved web traffic by conceptualizing and launching user-friendly sites, determining layouts, color schemes, graphics, and visuals according to brand guidelines.
- Built the front-end to Kinnsey's web application in collaboration with ColdFusion developers to new features that increase functionality.

CTA ARCHITECTS ENGINEERS | INNOVATIVE AFTERMARKET SYSTEMS – Austin, Texas

Web Designer & Multimedia Designer, 2003 to 2008

Continued development of CTA Architects Engineer's CMS, allowing management and maintenance of web page and its content. Created, edited, and published texts and images for website while adhering to company's requirements. Utilized numerous tools and languages to generate engaging presentations, design brand, and icons for Innovative Aftermarket Systems.

- Collaborated in InnovativeAfter Market's marketing and promotional efforts by ensuring brand consistency and distribution of eye-catching interactive and informative print collateral.

EDUCATION

Bachelor of Fine Arts with a Specialization in Photography

Southwest Texas State University, San Marcos, Texas

Photography & Arts Program

Rochester Institute of Technology – College of Art and Design, Rochester, New York