PATRICK RITZ

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**SENIOR TECHNOLOGY & CREATIVE PROFESSSIONAL**

### Front-End Web Development / UX & UI Design / IT Team Leadership / Product Management

* Senior technology professional with more than 18 years of design and development experience. Successful in directing and mentoring technology teams, designing and executing marketing strategies, managing and cultivating contractor relationships, creating and developing highly usable software product interfaces, enhancing company brands, analyzing operational processes, and improving organizational performance. Strong technology, presentation, critical thinking, communication, analytical, relationship building, and leadership skills. Extensive front-end (HTML5/CSS3/JS) development experience.
* Hands-on, innovative and results-oriented leader able to manage multiple concurrent projects, prioritize incoming requests, collaborate with cross-functional teams/departments, develop high-impact strategies & procedures, and cultivate relationships across all levels. Highly ethical. Thrive in environments requiring quick thought and collaboration.
* Expertise Includes: Team Leadership, Training & Development, Web Design & Development, AJAX/REST, SEO & SEM, Internet & Email Marketing, Process Improvement, Strategic Planning, UX/UI/UC Design, Employee Mentoring, B2B & Consumer Marketing, and Site Optimization.

**PROFESSSIONAL EXPERIENCE**

**ADVICECOMPANY,** San Francisco, CA 2011-2013; 2015-2016

**Lead Front-End Web Developer & Lead Designer**

* **Collaborated with CTO, CEO** and others leaders to facilitate targeted goals and business objectives for the organization (Content Publisher & Lead Generation firm):
  + **Recognized by executive management for outstanding work** ethic and performance.
* Developed fully functional responsive prototypes based on Business Requirements using HTML/HTML5, CSS3 and JavaScript.
* Created custom templates and functions for Wordpress based sites
* Lead the development and designing of user interfaces using well-vetted, front-end frameworks.
* Drove organic growth by enhancing company brand & maintaining guidelines;
  + **Designed/developed/maintained web properties** that achieve more than 1-2 million monthly visitors.
  + **Constantly monitored traffic using Google Analytics and in-house reporting processes to confirm changes in traffic (by volume), bounce rates, exit rates, funnel conversion and more.**
  + Increased conversions and ROI by A/B testing, user research, analysis and co-developing business strategies to then see the successful implementation of those strategies (such as campaigns, landing pages, ad placements, and more).

**THIS OR THAT MEDIA, INC.,** Englewood, CO 2014-2015

**Creative Director** (w/ Front-End Development Support)

* Recruited by financial services & lead generation start-up company to develop and direct creative brand enhancement initiatives, provide front-end engineering work, and collaborate with cross-functional employees and contractors to facilitate objectives.
  + Oversaw branding and creative work for all digital properties and online & print advertising while maintaining the company’s long-term, big-picture goals.
  + Responsible for high-quality & effective design (UI/UX/UCD) and mockups (including mobile and tablet-responsive sites).
  + Design, developed and implemented a complex reporting dashboard utilizing charts, graphs, sortable data tables and more (a company first).
  + Managed new product creation, A/B testing, usability, front-end software architecture.
  + Developed & implemented replacement plans for software that was end-of-life.
  + Analyzed customer usage to create better products that were easy to use and had a direct impact on revenue and brand perception.
* **Established extensive network of industry contractors (U.S. and International);** provide project leadership and oversight to accomplish goals.

**TW TELECOM,** Littleton, CO 2013-2014

**Senior Front-End Developer & Senior UI/UX Designer**

* Hired by 3,500+ employee Telecommunications company to assist with customer account management portal by creating UX and partnering with associates to increase bandwidth and facilitate other company objectives:
  + **Exceeded senior management's expectations.**
  + **Company was acquired by Level 3 Communications in November 2014.**
* Directed/designed/architected/implemented the company's first mobile application offering (built using HTML5, CSS3, JavaScript, Knockout, PhoneGap.
* Constructed UI/UX task/user/process flows, specifications, prototypes and designs.
* **Improved workflow efficiency across various business applications** by researching and developing innovative collaborative UI architecture.
* Part of small innovation team (a collaboration of IT and Marketing) implementing new ways to push the boundaries of tradition telecommunications & how users consume it.

**OGLACS SOFTWARE (USA) / NEW BUSINESS SOLUTIONS,** Littleton, CO 2010-2011

**Chief Technology Officer**

* **Led offshore (India) Development Team**, managed multiple concurrent projects, and implemented process improvement initiatives for the organization (start-up lead generation & ecommerce company; multiple verticals).
* Reviewed and approved proposed designs & site development releases.
* **Mentored employees (daily communication) to improve productivity and performance**; defined requirements and provided U.S. and company policy/protocol training.
* **Consistently exceeded performance objectives** in fast-paced and deadline-oriented environments **(Company seized operations in 2011)**. Implemented numerous sites from concept to production.
* **Analyzed organizational processes, identified deficiencies**, and implemented company-wide project management software to improve performance.

**BANKRATE, INC.,** Englewood, CO 2006-2010

**Lead Front-End Web Developer & Lead Designer**

* **Instrumental in facilitating company acquisition** and successfully ensuring maximum sale revenue; spearheaded website re-design:
  + **Increased SEO/SERP rankings** by overhauling, implementing and re-architecting the company's front-end architecture as well as its UI/UX.
  + Revitalized organic search results to position landing page to page 1 on Google search results within 90 days.
* Co-led and/or personally oversaw art direction, brand enhancement efforts, and both online and print advertising. Created traditional direct mail, magazine, email and online mediums.
* Collaborated with Software Engineers to produce high-quality products and drive organizational excellence. **Trained and mentored new employees.**
* Completely overhauled an $85MM+ web property (design (UI/UX), front-end development completed in both .Net and Drupal, back-end development of Drupal CMS) in less than 90-days resulting in dramatic increases in SEO, SERP rankings and revenue.
* **Consistently met/exceeded performance benchmarks** throughout successful tenure, consequently receiving recognition for exceptional work ethic and strong leadership and relationship building skills.

**PREVIOUS EXPERIENCE**

(1997 to 2006)

**Web Design, Developer & Marketing Consulting − INDEPENDENT CONSULTANT**

**Graphic & Web Designer − E-X INC. / WAVE ACTION SURFINC MAGAZINE**

**EDUCATION / TECHNOLOGY**

**AZUSA PACIFIC UNIVERSITY,** Azusa, CA (2003)

**Bachelor of Arts − Biblical Studies**

UX/UI/UCD design, HTML5 & CSS3 (with LESS/SASS), Front-End Architecture, Zurb Foundation, Bootstrap, Information Architecture, Prototyping, Process & User Flows, A/B & MVT Testing, Pre-Production & Post-Production User Research & Analysis, PHP, JavaScript (including jQuery & jQuery Mobile), Google Analytics, Fundamentals of Networking, Server Technologies (Apache, Windows, etc), Cordova PhoneGap, Adobe CC/Adobe CS (Illustrator, Photoshop, InDesign, Flash, Dreamweaver, Acrobat, etc.), Virtual software, MS Visual Studio, MS Office Suite, Cross-Browser Compliance and more