Joshua Silver - Front End Developer

joshsilver.github.io

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Profile:

Driven, goal-oriented creative professional with extensive experience developing interactive Web interfaces and a background in marketing. Works closely with marketing, designers, and developers building dynamic data driven websites and applications using a wide variety of technologies. Adept at performing a multitude of variant tasks in a fast-paced, challenging environment. Strong interpersonal skills and comfortable interacting with all levels within the organization. Excellent written and verbal communications/presentation skills.

Technical Proficiency:

- HTML5/XHTML
- Adobe Creative Suite
- XML/XSL
- IIS/Apache
- JavaScript/jQuery
- Gulp/Grunt
- Google Analytics/ BrightEdge
- Google Search Appliance
- CSS3/Sass/Compass/Susy Grids
- CVS and Git version control
- Microsoft SQL/MySQL
- Perl/PHP

Education & Training:

- **Bentley University. Waltham, MA**
  Bachelor of Science, Marketing - 1999

- **Boston University. Boston, MA**
  Web Design Certification - 2001

Professional Experience:

Senior Front End Developer   *August 2006 - Present*
Safety Insurance Company, Boston, MA
Responsible for all user interface programming for integration with Perl-based web applications as well as the development and ongoing maintenance of Safety's 3 major websites. Manage the interactions between the design team and the development team for the communication of design concepts and resolution of technical issues/questions in order to improve user experience.

- Conversion of Photoshop design templates generated by Safety's graphic designers, into well-formatted, standards compliant HTML5/CSS and JavaScript for all website redesign and front-end development.
- Work closely with marketing, business analysts, graphic designers, and the server-side development team to ensure scalable solutions that meet business requirements and design specifications.
- Collaborate on wire frames development and HTML demo prototypes for websites/applications based on initial business requirements and information gathering.
- Conduct cross-browser, cross-platform testing for new websites and applications as well as for ongoing projects.
- Create technical documentation on site architecture, page-level data dependencies, use of style sheets, and process flows to maintain site content.
- Advise on HTML/CSS coding standards and assist other developers in debugging and troubleshooting their JavaScript errors and layout issues.
- Engineered the responsive redesign of SafetyInsurance.com in order to improve our customers' experience across a wide range of devices and browsers. The responsive design was developed using a combination of technologies, including Sass with the Susy grid system, JavaScript/jQuery, Perl, and HTML5. Employed JSON-LD and Microdata to provide structured data for Google and other search engines to better index Safety's content.
- Developed a completely JSON data driven, Web Statistics Reporting dashboard that provides Safety's executives with a monthly performance snapshot. Developed using AngularJS, Bootstrap, and Perl/SQL, the interactive single page application aggregates Safety's transaction data with traffic and competitor tracking data from Google Analytics and Compete APIs.

- Managed complete overhaul of "My Account" on Safety's public website which contains all the features that insureds use to view their policies, pay their bills, and file/check their claims. Redeveloped all aspects of the user interface for this application using HTML5, Sass/Compass/CSS3, jQuery and the jQuery UI library.
- Developed the user interface for the Alert Center application, which allows insureds to set SMS and email reminders for license renewals, auto inspections, and vehicle registrations using HTML5, Sass, and jQuery.
- Scoped, designed, and developed Resource Center application for use with the marketing department's social media efforts to uniformly distribute brochures and tip articles, using a combination of HTML5/CSS, Perl and jQuery.
- Developed a centralized news publishing platform for generating news articles in Markdown and compiling them using a variety of templates for use across Safety's intranet and extranet sites.
- Scoped and developed Safety's Agentfinder application for displaying agent locations based on geolocation or user input using the Google Maps API and a combination of HTML5/CSS and JQuery/JavaScript.
- Scoped and developed an emergency alert system that simultaneously updates Safety's Intranet, Extranet, and public website on the fly using a combination of PHP and jQuery.
- Developed a responsive user interface for Safety's online Claim Survey application using HTML5, Sass, and jQuery.
- Developed a quasi-responsive user interface (landscape/portrait) for use on iPads by Safety's marketing representatives at trade events to collect agent contact information for raffles.
- Integrated the Google Search Appliance in order to provide customized search results for Safety's public, intranet and extranet sites.
- Researched and implemented a comprehensive plan for improving the search engine ranking of public websites using such resources as Google Webmaster Tools, Google Analytics, and BrightEdge.
- Responsible for developing, testing, and overseeing the deployment of all of Safety's email deliverables, including a quarterly newsletter and other periodic communications with our agents, as well as various event invitations for CRM and employees. Additionally, responsible for developing and maintaining all templates for application generated emails.

Web Designer/Webmaster   *January 2002 – August 2006*

Dovetail Internet Technologies, Shrewsbury, MA

Chiefly responsible for all custom Website design, development, and maintenance as well as fulfilling roles in product development, search engine optimization, market research, and customer support & training.

- Met with clients to establish business objectives for new/revamped websites.
- Design using Photoshop and conversion from mockups to design templates using HTML/CSS and JavaScript.
- Maintain and provide ongoing design of website, promos and ad banners, seasonal content specials and design for corporate websites.
- Debug and troubleshoot errors including interface or cross-browser compatibility issues, brand inconsistencies and JavaScript errors.
- Assisted in design and development of user interface employed in content management and ecommerce products built in the .NET framework.
- Designed and developed templates for front end of ecommerce product.
- Designed and developed integrated help system for content management product.
- Responsible for authoring all help documentation accompanying content management and ecommerce products.
- Designed and programmed WYSWYG CSS Editor employed in content management product using JavaScript and HTML/CSS.
- Monitor rankings and traffic using analytics software such as Web Trends to analyze traffic and report recommendations for improving results.
- Conducted a competitive analysis of content management systems that was the catalyst for overhauling the existing content management product.