JOHN MALLEY
DESIGNER & SOFTWARE DEVELOPER

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Experienced web developer and IT manager with a focus on graphic design. Skilled in enhancing e-commerce platforms, optimizing user experiences, and managing AWS infrastructure to drive organizational performance.

Career Experience:

Web Development & IT Manager, TeeTurtle   FEB 2021 - OCT 2022

Developed and oversaw custom e-commerce platforms and POS iOS applications. Maintained APIs, EDI connections, and system integrations, ensuring data integrity across platforms. Implemented and documented processes with automation to enhance inter-departmental efficiency. Managed AWS IAM account access, instances, and databases for varied applications.

- Reduced data integrity errors between ERP and e-commerce platforms, ensuring accuracy across over 15K SKUs.
- Decreased security incidents by 30% by implementing VPN, MFA authentication, and conducting phish awareness training.
- Slashed incidents of overselling items by 80% through precise adjustments of API calls and timing between the e-commerce platform and enterprise resource planning software.
- Enhanced efficiency between departments by crafting, implementing, and documenting processes with strategic automation.
- Implemented data feeds from company ERP to Amazon, boosting product availability and increasing sales from 2 million per year to over 70 million.

Web Developer & Technical Project Manager, TeeTurtle   MAR 2018 - FEB 2021

Gathered new e-commerce platform specifications and created summaries for stakeholder approval. Developed workable prototypes using Adobe XD/Figma to preview new features before development. Designed a custom front-end theme using the Bootstrap framework (Sass) and JQuery-powered UI. Coded HTML, CSS, and JS for the entire front-end experience of websites, including TeeTurtle.com and UnstableGames.com.

- Designed and tested landing pages in collaboration with the marketing team to increase clicks on social media and direct them to tailored experiences depending on what point the user was in the customer journey using data from Klaviyo.
- Decreased 60% of fraud incidences and chargebacks by executing fraud detection filters for all credit card transactions.
- Resolved data errors between E-commerce platform and Google Merchant Center, enabling full product use in PPC ads.
- Informed new website features through the creation and analysis of JavaScript-powered A/B tests.
- Implemented GDPR and CCPA compliance for e-commerce websites, ensuring legal adherence.

Email Designer/Developer, EllieMae   MAR 2017 - JAN 2018

Designed and developed marketing and client communication emails for a CRM platform. Coded emails employing top-notch HTML and CSS techniques and hacks. Managed templates, content, and email sends through Salesforce Marketing Cloud.

- Enhanced development efficiency by creating reusable email templates, elevating production from 5 to 15 emails per week.
- Ensured seamless end-user experience by conducting comprehensive tests of emails across all clients.
- Boosted click-through rate by 10% by ensuring email client compatibility through meticulous testing.
- Developed and managed external WordPress sites for 6 different industry blogs

Technical Proficiencies

Frontend: HTML5, CSS3, Sass, JavaScript, jQuery, Bootstrap, Blazor

Backend: Python, Django, SQL, MySQL, PostgreSQL, PHP, C#, .NET Core

Cloud: AWS (EC2, RDS, S3, VPCs, ELBs, IAM, Serverless offerings)

Design: InDesign, Illustrator, Photoshop, Premier Pro, Figma

Education:

University of Missouri, Columbia
BA, Graphic Design – 2013

Launch Code of St. Louis
Coding Bootcamp – 2018

Soft Skills:

Growth Mindset, Team Player, Adaptable, Perseverant, Open-Minded, Self-Aware, Empathetic, Motivated, Observant, Coachable, Active Listener, Strong Work Ethic, Open to Feedback