⿈ Keith Ratner *Curriculum Vitae*

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Career Summary

- Lifelong technologist, programmer, designer and developer
- Worked with Fortune 500, non-profit, digital agencies and startups
- Cumulative skill set includes content management, WordPress, graphic design, web development and UX/UI engineering
- Stellar language skills with a B.A. in English

Professional Experience

2017 – 2018 .... vHyve Technologies, LLC, San Diego, California

Co-Founder and Consultant

- Technology services and application development consulting
- Specializing in **Microsoft Office** process automation solutions utilizing **Visual Basic for Applications (VBA)**

2016 – 2017 .... Mirum Agency, San Diego, California

Senior Web Developer

- Team member on the MazdaUSA.com responsive website redesign project utilizing **HTML5/CSS3**, **SASS**, **Highcharts**, **JavaScript**, **ES6**, **Atomic CSS**, **BEM**, **Jade**, **GitHub**, **Atlassian Suite**, **Jira**, **Confluence**, **SourceTree**, **Rally**

2013 – 2016 .... Quaddra Software, San Jose, California

Senior User Experience Engineer

- Built User Interface to metadata analytics application utilizing **Twitter Bootstrap**, **HTML5**/**CSS3**, **jQuery UI**, **D3.js, GitHub, JavaScript**, **Responsive Design**, **Media Queries**, **Python, Django, PostgreSQL**

2010 – 2013 .... BayBio, South San Francisco, California

Design and I.T. Manager

- Enhanced multichannel marketing methodologies via custom microsites utilizing **PHP**, **jQuery**, **JavaScript**, **HTML5/CSS3** and switched from ExactTarget to **MailChimp** for e-mail campaign management saving >$1,000/month in subscription fees
- Migrated from legacy Avectra CRM to **SalesForce** saving >$1,500/month in membership fees
- Led website redesign project using open source **WordPress Multisite** content management system saving >$1,500/month in maintenance costs

Feb – Mar 2011 ...... Apple, Inc., Cupertino, California

Interactive Production Designer (contract)

- Optimized digital assets for use in UI and Direct Marketing campaigns utilizing **HTML5**/**CSS3**, **JavaScript**, **wireframing** and **Photoshop** layout comps

2000 – 2010 .... Davis Vision Inc., Plainview, New York

Creative Director

- Established Creative Services Department comprised of Graphic Designers and Documentation Specialists
- Spearheaded primary commercial website redesign project
- Built marketing project management system with **Microsoft Access** as a front end for multiple back end databases (**MS SQL Server**, **IBM DB2**, **PostgreSQL**) utilizing extensive **Visual Basic for Applications (VBA)** and a browser-based dashboard with classic **ASP/HTML** and both **Flash**/**HTML** and **Flex** User Interfaces
- Implemented automated direct mail processes utilizing **Variable Data Printing**/**Document Composition** software (**PlanetPress**) resulting in savings of >$5,000/month in consulting fees
- Automated **GeoAccess** and **Quest Analytics** Provider Network Data Analysis processes resulting in reduction in reporting turnaround times from >2 weeks to 1-2 hours

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Instructor Engagements

2013 – present ...... Future Media Concepts, Irvine, California

Adobe software instruction

2013 – present ...... Sterling Ledet and Associates, San Diego, California and Houston, Texas

Adobe Photoshop, InDesign, Illustrator, Dreamweaver, JavaScript and jQuery instruction

2010 – present ...... AcademyX, San Francisco, California

WordPress, Photoshop, InDesign, Illustrator, Flash, Flex, JavaScript instruction

Oct – Dec 2011 ...... DeAnza College, Cupertino, California

Adobe Photoshop instruction

Technical Skills

HTML5, JavaScript, CSS3, SASS/LESS, jQuery, REST APIs, VS Code, Sublime Text, Eclipse, PHP, phpMyAdmin, cPanel, FTP, DNS, Continuous Integration toolsets including Node.js, NPM, Grunt, Gulp, ES6, React.js, databases including MySQL, SQL Server, DB2, PostgreSQL, WordPress, OSX/Windows/Linux, Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat), Microsoft Office (Word, Excel, Outlook, PowerPoint, Visio, Access), InVision, Sketch, Visual Basic for Applications, CRM and social media platforms, SharePoint, Google Analytics, Scrum/Agile methodologies, stellar grammar, proofreading and editing with a B.A. in English

Presentations

November 2008..... Computer Graphics – An Overview

Presented to New York State Forum Webmasters' Guild

Presentation posted online at **tinyurl.com/krgraphics**

URLs

keithratner.com

Personal Site

behance.net/keithratner

Online Visual Design Portfolio

github.com/kratner/hpexcel

Prototype Microsoft Excel and Class-Based VBA Solution

GitHub

kratner.github.io

Certifications

2005 Dale Carnegie Leadership for Managers Certification

Education

1990 B.A., Hunter College, New York
Major: English, Minor: Human Communications