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## LISA BENMORE

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### Profile

I began pursuing web development as a career in 2009 by enrolling at The Art Institute of California - Los Angeles in their Web Design & Interactive Media program. I graduated with a Bachelor's of Science in 2014 and received the Outstanding Student Achievement award. From there, I received a position on the AdLabs team for Xaxis and advanced my knowledge and understanding of web languages a great deal while there before moving on to the Ad Server team at GumGum. My strengths lie in front-end functionality and styling through JavaScript or ES6 and CSS. I have also begun building a stronger foundation in PHP as well and in utilizing MySQL in PHP to query a database system I have built and maintained.

### Experience

#### **Software Engineer II, GumGum; Santa Monica, CA — 2019-Present**

As a Software Engineer for the Ad Server team, I help to maintain and improve the JavaScript codebase that is responsible for rendering GumGum ad products to publishers' pages. I've collaborated with members of my team as well as other teams to incorporate new features and have contributed to open source projects. I also help to investigate and rectify issues when ads either do not display or do not track correctly.

#### **Freelance HTML5 Banner Developer; Los Angeles, CA - 2020-Present**

For multiple freelance clients, I have created custom animated HTML5 banner ads. Using design assets provided by the client or their design team, I strive to recreate the designed banners to pixel-perfection using cross-browser friendly and legacy-browser compatible techniques. I've worked with designers or design teams to create or recreate animations using web technologies and also implement subtle build animations to provide a more eye-catching experience for users.

#### **Lead Developer, Xaxis; Playa Vista, CA — 2018-2019**

As Lead Developer for AdLabs, the in-house creative team for Xaxis, I've developed platforms and utilities for various teams within the organization, created code style guides for my team, created and documented conventions for working with partnering creative platforms, been the liaison with our partnering creative platforms, and have assisted other developers on the team with both debugging their code and troubleshooting platform setup. While managing these tasks, I have also continued working on dynamic ad campaigns for our clients when complex or advanced setup has been required.

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**Senior Front-End Developer, Xaxis; Playa Vista, CA — 2016-2018**

As Senior Front-End Developer for AdLabs, the in-house creative team for Xaxis, I assisted in the development of a platform that continues to be utilized by many of the employees across various teams of the company within the US. I also began development of other platforms, utilities, and portals for my team as well as other teams within the company. This development has either been done on my own, through collaboration with other members of my team through git, or by collaborating with members of other teams either within Xaxis or from partnering companies.

**Interactive Developer, Xaxis; Los Angeles, CA — 2014-2016**

My role began on the in-house creative team for the programmatic media buying company, Xaxis. This team, called AdLabs, specializes in dynamic ad creation. These dynamic ads utilize Xaxis' proprietary data as well as data from partnering creative platforms via their APIs to inform the ads and personalize them in real time. I converted Flash-based ads into HTML5 ads as well as created new HTML5 experiences for ad spaces. All work has relied on being able to translate mocks and storyboards into pixel-perfect working units.

**Web Development Intern, Wylie Wilson; Venice, CA — 2013**

I helped maintain products and product structure in an e-commerce site driven by Magento. This involved product input and categorization. I also made small style and layout updates as well as assisted with photo touch-ups for the product shots.

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## Education

### The Art Institute of California - Los Angeles — Bachelor's of Science, 2014

The core curriculum consisted primarily of JavaScript development along with UI/UX design, PHP development, and database configuration and querying. Coursework also included fundamental studies in graphic design, audio editing, video editing, and motion graphics

## Skills

### Front End

HTML 5, CSS 3, JavaScript (Legacy & ES6), jQuery, Angular, React

### Back End

PHP, MySQL

### Development Software

VS Code, Atom, Sublime, MAMP, FileZilla, Git (command line and GUI)

### Design Software

Adobe Photoshop, Adobe Illustrator, Sketch

### Operating Systems

Mac OSX (Snow Leopard+), Linux (Ubuntu 16.04+), Windows (XP+)

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