

MICHAEL RIOS

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FRONT-END WEB DEVELOPER & CREATIVE TECHNOLOGIST

Bridging tech and design to create responsive, user-focused web solutions with a collaborative approach.

Front-end web developer with 14+ years designing and delivering responsive, accessible, and high-performance websites and web applications. Skilled in HTML, CSS, JavaScript, and content management systems (CMS) like WordPress with a strong grasp of UX/UI principles, cross-browser compatibility, and accessibility best practices. Experienced in managing projects from concept through deployment, optimizing performance, and exploring emerging technologies.

Adaptable and collaborative, working closely with cross-department stakeholders to maintain a positive, solutions-focused approach that keeps complex projects moving smoothly. Blend technical expertise with artistic vision to create engaging, user-centered digital experiences.

Web Development: HTML5 | CSS3 | JavaScript (ES6+) | jQuery | VBScript | React.js |

Cross-Browser Compatibility | Accessibility Standards | UX/UI Design

Content Management: WordPress | Contentful | Web CMS | Content Migrations | Performance Optimization

Tools & Platforms: Git/GitHub | Google Analytics | Email Marketing Platforms | Cloud Deployment

Design & Creative: Adobe Creative Suite | Blender 3D

Other: Digital Photography & Video Production | Stakeholder Collaboration

Methodologies: Agile / Iterative Development | Cross-Functional Collaboration

SELECTED ACCOMPLISHMENTS

Front-End Development & UX/UI

- Led complete overhauls of HR and Legal Services intranet sites, collaborating with department heads to reorganize and redesign content for 1,000+ employees; created mockups, CSS style guides, staging environments, and final rollouts, resulting in faster, more intuitive access to critical resources.
- Designed and built a customer portal training video hub for monthly seminars, integrating upcoming event details, calendar links, and an archive; developed with CSS, JavaScript, and VBScript linked to a database, giving customers access to the full training library and keeping them informed about future sessions.
- Created a holiday card web application for sales and marketing teams to customize and send eCards to clients and distributors; designed UI in compliance with corporate standards and programmed with HTML, CSS, JavaScript, and VBScript; helped teams strengthen personal relationships with leads and colleagues.

Custom Web Applications & Process Improvement

- Developed an intranet lead import tool to process thousands of records, filter duplicates against CRM data, and export clean lists in XLSX/CSV format, filling a critical gap between email marketing and CRM platforms.
- Initiated and led creation of an email preference center with vendor collaboration, reducing full unsubscribes by offering opt-down options; implemented verification to resolve a years-long issue of accidental unsubscribes.
- Developed an HTML/CSS email template adhering to global style guidelines and best practices, modernizing company emails and improving accessibility for screen reader users.

Creative Technology & Emerging Innovation

- Built a VR product demo that impressed company leadership and led to a full VR experience showcased at national tradeshows, increasing booth engagement and driving more visitor interactions.
- Created and presented an AI safety briefing to executives, leading to a company-wide AI safety training course and establishing practical guidelines for ethical use of generative AI.
- Co-founded the company's AI Committee to explore safe, effective uses of generative AI. Established a channel for employee ideas to be researched, vetted for practicality and safety, and presented to global headquarters for approval and implementation.

PROFESSIONAL EXPERIENCE

PHOENIX CONTACT, USA, Middletown, PA

2011 — 2025

Lead Web Developer (promoted from Web Developer in 2021)

Managed the U.S. public website, customer portal, internal intranet, and all marketing email communications for a global industrial automation company. Partnered with cross-department and international stakeholders to deliver responsive, accessible, and brand-compliant web solutions. Coordinated with global teams on WCMS upgrades, large-scale content migrations, and integration of emerging technologies including VR/AR and AI into marketing, training, and communication initiatives, while documenting workflows to standardize and improve processes.

- **Led complete overhauls of HR and Legal Services intranet sites** for 1,000+ employees, reorganizing and redesigning content to provide faster, more intuitive access to critical resources, resulting in a 30% increase in resource usage and a 25% drop in support requests.
- **Designed and built a customer portal training video hub** for monthly seminars, integrating event details, calendar links, and an archive, boosting seminar attendance by 20% and video engagement time by 15%.
- **Developed a holiday card web application** enabling sales and marketing teams to customize and send eCards to clients and distributors, used by 80% of sales staff, strengthening client relationships and contributing to a 95% client retention rate during the holiday cycle.
- **Created an email marketing calendar application** that enabled Sales and Marketing teams to visually coordinate campaigns, driving a 20% increase in engagement, and a 10% drop in unsubscribe rates.

ADDITIONAL RELEVANT EXPERIENCE

FREELANCE PHOTOGRAPHER & CREATIVE MEDIA DESIGNER (2008 - present)

Maintain photography portfolio website with design updates, content management, and online event registration forms. Provide portrait, event, and fashion photography, plus photo composites, promotional graphics, and branding for performers, small businesses, and nonprofits.

EDUCATION

Associate in Applied Science (AAS), Web Development and Design, Harrisburg Area Community College,
Harrisburg, PA
Scrimba JavaScript + React Track