

Paul C Crescini

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WORK EXPERIENCE

Cart.com, Inc.

Aug 2021 – Jan 2023

Front End Developer – Implementation Specialist

Houston, TX

- Utilized HTML, CSS, and JavaScript to develop and deploy 12 new ecommerce websites on the Cart Storefront ecommerce platform.
- Collaborated with the creative team to transform complex designs into customizable themes and web pages that helped brands increase conversion rates on average by 26%.
- Advised the Storefront product team on customer pain points and helped conceptualize solutions for future enhancements.
- Partnered with the Delivery team to streamline the client onboarding process which decreased the margin of error on project timeline estimates by 3%.

Invesco

Apr 2005 – Oct 2020

Various Developer and Specialist Roles

Houston, TX

UX Developer

Dec 2016 – Oct 2020

- Utilized Agile Scrum principles to develop, test, and deploy customized digital experiences that realized a 15% decrease in redemption rates for key investment vehicles.
- Implemented a comprehensive redesign of the US product center that improved page performance and accessibility by 30% .
- Developed CMS page templates and components for the US and corporate websites.

Senior e-Support Specialist

Feb 2015 – Dec 2016

- Realized a cost savings of \$115K+ through conducting competitive analysis on sales enablement platforms.
- Developed responsive email marketing templates and implemented marketing automation tools which improved email campaign productivity by 50%.

e-Support Specialist

Aug 2011 – Feb 2015

- Drove the web page creation documentation and testing process to ensure consistency, accuracy, and functionality across multiple development teams.

Multi-Media Developer

Apr 2005 – Aug 2011

- Optimized and redesigned the US Transfer Agency intranet portal based on gathered UX research, data and insights.

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** Certified Scrum Product Owner – Scrum Alliance
- **Skills:** HTML, CSS, JavaScript, Sass/Less, Bootstrap, Foundation, Git, Responsive Web Design, Agile/Scrum, Adobe Creative Cloud, SEO, Google Analytics, Google Search Console, Cart Storefront, Magnolia CMS, WordPress
- **Interests:** public speaking, photography, food blogging