Serena Young

SUMMARY

Web developer with 10 years of experience in frontend and backend development

EMPLOYMENT

IBM - Software Engineer

June 2015 - Present

- Frontend developer on IBM Watson Campaign Automation - a cloud based digital marketing platform
- Works with distributed teams in two week Scrum sprints to deliver quarterly feature updates
- Uses AngularJS and internal IBM components for frontend development
- Backend feature development done in Java
- Test coverage done with Jasmine and automation tests through Fitnesse

Insomniac Events (Live Nation) - Technical Lead

Jan 2014 - May 2015

- Maintains a tight turnaround on all projects, accomplishing an average of three large scale sites and ten microsites per month
- Develop a wide range of websites from static splash pages to custom Wordpress themed sites for the company's network of over 20 properties and an audience of over 1.5 million unique impressions
- Focuses on developing mobile-first responsive sites using SASS and AngularJS and assisted with Javascript task runners such as Gulp
- Manages various components of the AWS server infrastructure - OpsWorks for site configuration and deployment to EC2 instances

Evolve Media LLC - Principal Software Engineer

Aug 2009 - Nov 2013

- Created Evolve's Origin Rich Media Platform - A scalable rich media ad application in AngularJS, serving over 150 million ad impressions per year
- Recouped millions of dollars in third party vendor fees and generated revenue by collecting rich media serving fees in-house
- Provided technical consultation for Integrated Marketing's team of project managers, designers, developers and stakeholders
- Managed remote team of developers in executing advertiser campaigns with a Kanban workflow
- Built and maintained the company's network of Owned and Operated sites on the Joomla and Wordpress platform

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Guthier Enterprises - Freelance Web Developer
May 2007 - June 2009
- Created and maintained websites for corporate and non-profit clients ranging from e-commerce, company portfolios to web communities
- Performed full spectrum of web development tasks: rapid prototyping, layout and graphic design, PHP/MySQL server-side programming and standards-compliant XHTML/CSS
- Developed and integrated custom PHP components into Joomla, Wordpress and Zen Cart systems

University of Florida - Web Developer
May 2006 - June 2008
- Oversaw web projects to ensure goals are completed within budget
- Consulted with project managers to formulate technical scope and of projects
- Collaborated with designers to develop to client's project realization

SKILLS

HTML, CSS, Sass, Javascript (ES6), AngularJS, PHP, SQL Server, MySQL, Wordpress, Jekyll, NPM, Gulp, Grunt, SVN, Git, responsive web design, Photoshop, Illustrator, Agile Methodologies

OTHER EXPERIENCE

Synth Venture - Independent
- Developing single-page applications (SPA) on a MEAN stack - i.e. visualization dashboard monitoring application for use with open APIs
- Experimenting with new CSS3 animations for UI and creating JS fallback for browser compatibility

EDUCATION

University of Florida
Bachelor of Science
Computer and Information Sciences