Russell Taylor

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Portfolio: freepixelmedia.com
Github: github.com/russelltaylor05

Experience

Lob (lob.com)
Feb 2015 - Nov 2015
Software Engineer

» Developed internal dashboard in NodeJS/AngularJS, which enabled us to manage Lob's customers, products, revenue, and API activity.

» Surface & visualized API usage patterns to drive product development

» Designed experiments to optimize landing pages, emails, and user onboarding

» Doubled monthly user signups by publishing technical articles that promoted Lob and it's use cases.

MenuMaker (cssmenumaker.com)
June 2013 - Dec 2014
Principal

» Designed a Javascript/PHP web application that generates customized HTML/CSS/jQuery code for novice web developers

» Used SEO and content strategy skills to drive 10,000+ people a day to the website

» Attracted an active user base of 60,000+ and scaled website to meet high traffic needs

» Monetized project by selling subscriptions and plugins

FreePixel Media (freepixelmedia.com)
2011 - 2012
Principal

» Worked directly with clients to design and build numerous web based applications

» Projects included ecommerce websites, custom web crawlers, and a mobile app to control farm irrigation pumps

» Managed up to 3 part time employees spread across different countries

Refresh Media (refreshmedia.com)
2010 - 2011
Lead Developer

» Responsible for developing CMS systems, shopping carts, and javascript web apps.

» Worked directly with customers to wireframe, design, and budget projects.

Technical Skills

Web Development
Javascript, AngularJS, NodeJS, Postgres, PHP, MySQL, Ruby/Rails, Python, HTML, CSS, jQuery, Git, Regex, Wordpress, Drupal, AWS, Web Crawling

Computer Programming
C, Java, Basic, Assembly, Parallel Programming (NVIDIA Cuda), Unix, Systems Programming, Operating Systems, PLC Microcontrollers, Ladder Logic

Business/Marketing
SEO, A/B testing, Keyword Strategies, Adsense/Adwords, PPC Campaigns, Web Analytics, Content Strategy, Affiliate Marketing, Client Communications, Proposal Writing

Education

California Polytechnic University (CalPoly), San Luis Obispo
B.S. Computer Engineering

» Board of Directors. One of 5 students elected to represent the College of Engineering