

Ryan Taylor

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👍 Experience

Senior Web Developer, Wedü

February 2012 +

- Develop, test and document various client web interfaces ranging from SAAS-model direct marketing platforms, custom Content Management Systems, membership eCommerce platforms, custom WordPress themes, custom WordPress plugins and static HTML sites all built to be responsive and cross-browser compatible.
- Involved in every step of the development life-cycle from concept, to specification, to estimation, and finally to production.
- Collaborate with creative department and account managers to develop soundest approach in order to deliver on client's needs while maintaining budgetary restraint.
- Responsible for vetting client business needs against potential third-party solutions versus custom internal solutions.
- Take design concepts from vision to reality delivering solutions based on SEO best practices and page optimization for load-time and mobile concerns all while delivering a highly stylized, modern front-end.
- Maintain internal template used as boilerplate for custom CMS-driven sites.
- Mentor junior developers on best practices and approaches for building object-orientated, MVC architecture. Learn new technologies as needed to deliver on the client's needs. Integrated with Authorize.net, Stripe, MMS Education custom API, Facebook API & SDK, Twitter SDK, Flickr API, ExactTarget/Salesforce Marketing Cloud API, NCR Customer Power email delivery system and many others.

Web Developer, Blue Seal Feeds

January 2003 - February 2012

- Responsible for design and maintenance of all branded websites.
- Streamlined original code for optimal scalability, maintenance and usability.
- Integrated site search and Google Analytics to better track user activity and trends and isolate needs from real use-cases.
- Developed user opt-in system for coupons and promotions for SentinelFeed.com and ByNaturePetFoods.com to help generate interest in product and develop a database of end-users for future promotions.
- Built Frequent Buyer system to enroll and process new entries for multiple brands that integrated between consumer-facing web presence and proprietary internal system.
- Developed interactive Dealer Locator systems for multiple brands that captures input and reports results for trend analysis.

Application Support Developer, Blue Seal Feeds

October 2001 - February 2012

- Developed transition of proprietary Point-of-Sale system for company stores from ASCII COBOL interface to GUI VB.NET interface utilizing MSSQL.
- Revised inventory management aspect of system for more detailed reporting of demand expectation and streamlined ordering through direct distribution channel.
- Built system with scalability in mind so we could offer the software to our privately owned dealer network.
- Managed project for revisions, bug fixes and enhancements as reported via user network.
- Designed and developed proprietary COBOL-based GUI internet portal for dealer network that allowed for locations to develop customized retail pricing scheme that would react to market-driven cost changes.

👍 Skills

- PHP
- CSS / Sass / Compass
- Javascript
- MySQL
- CodeIgniter
- WordPress
- Bootstrap
- Laravel
- VueJS
- Git
- Agile Methodologies

👍 Education

BS Information Technology

Southern New Hampshire University