

James McCarthy
<https://jmccarthyusa.com>

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SUMMARY

Passionate and creative Web Developer, UX Designer and Photographer established in 1996. Lives in a makers world, crafting desktop and responsive web from wire-frame to release. Codes in multiple languages and frameworks including PHP, Perl and SQL to Javascript, HTML/CSS and Wordpress, as well as speaks SEO, digital marketing, product strategy, and social. Works well with others on a team and loves an Agile environment with Scrum.

FRONT-END WEB DEVELOPMENT

JavaScript +jQuery, HTML5, CSS3, SASS, React and VUE.

UI & UX

Sketch, Figma, InVision and Adobe XD.

BACK-END WEB DEVELOPMENT

PHP, Perl & MySQL, Restful API, AWS, Apache and NGINX.

PORTFOLIOS

Code and UI/UX, <https://jmccarthyusa.com> and <https://github.com/sjamesmccarthy>

Fine Art Photography, <https://jmccarthyfineart.com>

Commercial, Portraits, Wedding & Events, <https://jimportraits.com>

EXPERIENCE

WEB DEVELOPER & FINE-ART PHOTOGRAPHER (Freelance)

Have consulted with companies, including, Thermofisher Scientific (2020), University of Nevada System for Higher Education, California State University Sacramento, Microsoft, Intel, Cirrus Systems (2015), and University of Nevada School of Medicine.

Exhibited fine-art photography with the Temecula, California Arts & Culture department, Nevada Artists Association and locally owned businesses in the Reno, Carson City and Las Vegas areas. Also have been event photographer for Boulder City Beer Festival since 2017 and Sit With Me event in the Las Vegas area and photographed numerous outdoor wedding, senior portrait and headshot sessions.

MY DAILY CHOICE, FULL STACK WEB DEVELOPER, 6/2020 - CURRENT

Front 20%, Back 80% | Currently contributing to the development of multiple MY DAILY CHOICE public facing e-commerce websites, as well as the company's "Back Office" admin tools for affiliates and inside sales and marketing teams. Using front and back-end technologies including Perl, MySQL(MariaDB), Javascript +jQuery, HTML/CSS and Figma.

CAESARS ENTERTAINMENT, USER EXPERIENCE ENGINEER, 8/2018 — 1/2020

Front 95%, Back 5% | Created wire-frames, high-fidelity mock-ups and prototypes for Caesars Entertainment brands: Caesars Palace, Planet Hollywood, Harrah's, The Linq, The Cromwell, Flamingo, Bally's, Paris and other world-wide locations. Collaborated with Chicago-based consultancy, Bounteous, on caesars.com redesign as well as interactive agency, Verb, on Caesars Entertainment property page templates. Also, guided the UX team of 5 designers and product owners through user-experience workshops and facilitated lunch-and-learn UX sessions with product owners providing coaching of Nielson Norman User Experience best practices. Established a Design System Manager using InVision to standardize style guide for internal and contract designers and developers.

BARRICK GOLD, FRONTEND DEVELOPER, 6/2017 — 8/2018

Front 95%, Back 5% | Created low-fidelity wire-frames for an application to automate the creation and maintenance of FMEAs (Failure Modes and Effects Analysis). Also, worked with an Agile Barrick team, Microsoft consultants and data scientists to build a proof-of-concept, web-based predictive analytics application for Barrick Gold Nevada Gold mine sites Cortez and Gold Strike using React and Redux frameworks.

HANGER, INC, SENIOR WEB DEVELOPER, 1/2016 — 6/2017

Front 10%, Back 90% | Worked on development and maintenance of proprietary accounting and inventory system written in PHP and PostgreSQL that was used by sales staff and executive management. Also, wrote a PHP CLI script to scrape Medicare data for rehabilitation centers and insert into PostgreSQL database used by Sales team to generate sales leads.

VSP GLOBAL, DIGITAL MARKETING SPECIALIST, 4/2013 — 2/2015

Front 95%, Back 5% | Worked on front-end UI UX design, development and maintenance of Member, Client and Broker Portals, including white-labeled sites for MetLife, Cigna, Sight for Students and Blue Shield. Responsible for wire framing, mocking-up design using Adobe Creative Suite applications, prototyping with Protoshare, creating A/B tests using Optimizely and coding of functional elements in JavaScript +jQuery and Magnolia CMS.

ODDS ON PROMOTIONS, SENIOR WEB APPLICATION DEVELOPER, 6/2011 — 8/2012

Front 20%, Back 80% | Designed and developed Odds On Promotions content management system and consumer-facing website in PHP CodeIgniter framework, javascript and interfacing with a MySQL database. Creative was delivered by graphic artist and coded from Adobe Photoshop PSD and InDesign files. SEO Optimization for site and automation of Facebook contests coordinated with Social team.

EDUCATION, TRAINING & CERTIFICATIONS

- 2019 Nielson Norman Group, UX Training, 6 credits
- 2018 Scrum of Scrums Training, Scrum Inc., Las Vegas
- 1996 University of Nevada, Reno — Bachelor's degree English, minor Journalism

AWARDS & RECOGNITION

- 2019 Solo Fine Art Photography exhibit at Temecula Public Library.
- 2016 Solo Fine Art Photography exhibit at The Backseat Gallery, Carson City, Nevada.
- 2007 PRSA Award for work on Online Nevada Encyclopedia with Twelve Horses.
- 2000 Recognized by Microsoft as online handheld influencer, PalmGuru.Com, GadgetMe.Com (2006)
- 1999 Outstanding faculty/staff award at University of Nevada/System Computing Services