

# James McCarthy

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## Summary

Full Stack Developer & Creative

Passionate and creative Full Stack Developer, UI Designer, and Fine Art Photographer established in 1996. Lives in a makers world crafting desktop and mobile web from wire-to living prototypes to product. Codes in multiple languages from PHP and SQL to Javascript and HTML/CSS, as well as speaks SEO/SEM, digital marketing, product strategy, and social. Works well with others on a team and loves an Agile environment with Scrum.

## CURRENT TOOLS

### WEB DEVELOPMENT

PHP & MySQL, JSON, Restful API, JavaScript +jQuery, HTML5, CSS3, SASS and React.

### UX

Sketch, Adobe XD & Photoshop, Abstract, Principal, Figma, InVision and CodeKit.

### DIGITAL MARKETING and ANALYTICS

Google Analytics, Buffer, Optimizely, AdWords, HotJar, HootSuite and Wordpress.

### PHOTOGRAPHY

Nikon D810, D600, Capture One Pro, Adobe Lightroom, Luminar3 and Adobe Premiere.

## Experience

**ThermoFisher Scientific**  
**Front-End Web Developer**

**01/2020**

Working on development and maintenance of ThermoFisher.com public facing website and e-commerce portal, as well as leading a team of three developers, serving as liaison between development team and UX and assisting product owner with story building. Tools include Adobe AEM, Javascript +jQuery, HTML/CSS and Agile practices.

**STUDIO610/group**  
**Full Stack Web Developer & Creative**

**06/1991**

Have consulted with some of the most well-known technology companies, including, Intel, California State University Sacramento, VSP, Microsoft, Cirrus Systems, Binarybound, University of Nevada, University of Nevada School of Medicine, GadgetMe Magazine, jMcCarthy Galleries, Appmatrix and Squirld providing PHP development using frameworks such as CodeIgnitor, Laravel and Symphony as well as custom built CMS with MySQL and Postgres, UX design, content-strategy, development, social and photography to meet business objectives of various stake holders.

**CAESARS ENTERTAINMENT — Las Vegas, NV**  
**UX Developer & Designer**

**8/2018 – 1/2020**

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 POs coaching 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 — Las Vegas, NV**  
**UI/UX Front-End Developer**

**6/2017 – 08/2018**

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.

**HANGER, INC — Reno, NV**  
**Web Developer III**

**1/2016 – 6/2017**

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.

**TEK SYSTEMS/CIRRUS SYSTEMS— Reno, NV**  
**Front-End Developer**

**2/2015 - 8/2015**

Responsible for UI UX and proof-of-concept coding for a start-up delivering database-as-a-service technology for the IoT (Internet of Things) industry using AWS (Amazon Web Services) EC2 instance running Nginx server and Route 53.

**VISION SERVICE PLAN (VSP) — Sacramento, CA**  
**Digital Marketing Specialist**

**4/2013 - 2/2015**

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 — Reno, NV**  
**Web Applications Developer**

**6/2011 - 8/2012**

Designed and developed Odds On Promotions content management system and consumer-facing website in PHP CodeIgniter framework 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.

**QUINSTREET MEDIA — Reno, NV**  
**Web Applications Developer**

**10/2008 - 2/2011**

Responsible for UI UX design and PHP, MySQL development of a proprietary editorial department content production system for multiple verticals including business to business, education, medical and military as well as maintenance on corporate website and Wordpress blog.

**TWELVE HORSES NORTH AMERICA — Reno, NV**  
**Web Applications Developer**

**10/2006 - 02/2008**

Responsible for design, coding and project management of multiple clients, including, Nevada Humanities Online Nevada Encyclopedia, City of Sparks, Reno/Sparks Convention & Visitors Authority, Scholaris Grocers, Pacific West Companies, Las Vegas Monorail and Hydrocephalus Association, as well as other business partners in Reno, Sparks and Lake Tahoe.

## **Conferences & Awards**

- 2019 Adobe Summit, Las Vegas
- 2018 The Reliability Conference, Las Vegas
- 2018 West Coast Art & Frame Conference (WCAF), Las Vegas
- 2017 Las Vegas Market, World Market Center, Las Vegas
- 2014 CSS for Devs Conference, New Orleans
- 2007 PRSA Award for work on Online Nevada Encyclopedia with Twelve Horses NA
- 2006 Recognized by Microsoft as an online handheld influencer through GadgetMe.Com
- 2000 Recognized by Microsoft as an online handheld influencer through PalmGuru.Com
- 1999 Outstanding faculty/staff award at University of Nevada/System Computing Services

## **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