

James McCarthy

UI UX Developer, Designer & Photographer

951-708-1831

james@jmgalleries.com

jmgalleries.com

git://sjamesmccarthy

Summary

Passionate and creative UI UX Front-End Developer and Designer, as well as Fine-art photographer established in 1996. Lives in a designer's world crafting wire-frames to high-fidelity mock-ups and prototypes. Also, codes in multiple languages, as well as speaks SEO/SEM, digital marketing, content strategy, and social. Works well with others on a team and loves an Agile environment with Scrum.

CURRENT TOOLS

- * **UX**
Sketch, Adobe XD & Photoshop, Principal, Figma, InVision and CodeKit.
- * **FRONT-END DEVELOPMENT and FRAMEWORKS**
JavaScript +jQuery, HTML5, CSS3, SASS, ReactJS, VSCode, PHP, GIT, JSON and APIs.
- * **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

CAESARS ENTERTAINMENT — Las Vegas, NV
UI UX Developer

8/2018 - Present

Creating 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.

ENVIRONMENT: Agile, Scrum, Adobe AEM, CSS, HTML, JavaScript, SASS, Bootstrap, InVision, Sketch, Adobe Photoshop, GIT, Visual Studio Code, JIRA, Confluence.

STUDIO610/group**06/1991 - Present****Fine-Art Photographer and Freelance Web Developer**

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 UI UX design, content-strategy, development, social and photography to meet business objectives of various stake holders.

ENVIRONMENT: JavaScript +jQuery, HTML5, CSS3, SASS, ReactJS, REST API, Google Analytics, Apache, PHP, MySQL, Wordpress, Adobe Creative Suite, Sketch, Pixelmator, InVision, CodeKit, XAMPP, MAMP, Atom, Visual Studio Code, Lightroom and Capture One Pro.

BARRICK GOLD — Las Vegas, NV**6/2017 – 08/2018****UI/UX Front-End Developer**

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.

ENVIRONMENT: Agile, Scrum, Node.js, ReactJS, Redux, CSS, HTML, JavaScript, SASS, Bootstrap, WebPack, NPM, JSON, AXIOS, Balsamiq, InVision, Sketch, Adobe Photoshop, GIT, Atom, Microsoft Web Technologies, Visual Studio +Code, JIRA, REST API and AWS.

HANGER, INC — Reno, NV**1/2016 – 6/2017****Web Developer III**

Worked on development and maintenance of proprietary accounting and inventory system 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.

ENVIRONMENT: Agile, Waterfall, Adobe Photoshop, HTML, CSS3, Yahoo YUI, Fedora, Sublime Text, GIT, PHP, PostgreSQL and a dash of Perl.

TEK SYSTEMS/CIRRUS SYSTEMS— Reno, NV**2/2015 - 8/2015****Front-End Developer**

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.

ENVIRONMENT: Agile, Jira, Node.js Angular1.x, MongoDB, Nginx, CSS3, SASS, Stylus, PHP, HTML5, JavaScript +jQuery and JSON.

VISION SERVICE PLAN (VSP) — Sacramento, CA**4/2013 - 2/2015****Digital Marketing Specialist**

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.

ENVIRONMENT: Agile, Scrum, Jira, JavaScript +jQuery, HTML, CSS3, SASS, Protoshare, WebTrends, Optimizely, JSON, XML, Eclipse, Sublime Text, Facebook & Twitter APIs, Mercurial, Perforce and Magonlia 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.

ENVIRONMENT: Scrum, HTML, CSS3, JavaScript, PHP, MySQL, Microsoft Web Services, Visual Studio, Facebook & Twitter APIs, Google Analytics, ShortStack, TweetDeck and Sprout Social.

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.

ENVIRONMENT: HTML, CSS3, JavaScript, Adobe Photoshop & InDesign, PHP, MySQL, Java, Drupal and Wordpress.

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.

ENVIRONMENT: HTML, CSS, Adobe Photoshop, PHP, MySQL, PostgreSQL, Perl, JavaScript, QuickTime VR, Wordpress, Salesforce and Eclipse.

Conferences & Awards

- 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, 5 credits
- 2018 Scrum of Scrums Training, Scrum Inc., Las Vegas
- 1996 University of Nevada, Reno — Bachelor's degree English, minor Journalism