



Daniel C. Allen

Front-End/Full Stack Developer



Contact

Address

Los Angeles, CA, 90045

Phone

323.275.7749

E-mail

danielchristopherallen@gmail.com



Professional Summary

Knowledgeable Web Developer brings superior design to promote organization-specific website presence. Extensive collaboration with teams to oversee site creation from initial planning through rollout. Detail-oriented approach to maintaining website responsiveness, effectiveness and security. Detail-oriented, organized and meticulous employee. Works at fast pace to meet tight deadlines. Enthusiastic team player ready to contribute to company success.



Work History

2021-07 -
2021-10

Web Developer / Contractor

Vans, Costa Mesa, CA

- Built highly trafficked landing pages and product pages for North American and Canadian markets
- Used technologies like Node, NVM, GSAP, SASS, and other modern practices for front-end development
- Worked within a team of developers and project managers to bring sketch files to life filled with functionality and animation.

2019-08 -
2021-01

Web Developer / Content Creator

Fairness For Injured Patients(FIPA), Los Angeles, CA

- Designed and developed user-friendly website, including an optimized sign-up page which increased reach of campaign message by 35%
- Revamped current website and created a custom site using Wordpress and Angular, which resulted in additional signups and national press



Skills

Agile Workflow

Very Good

CSS

Excellent

Software Best Practices

Very Good

Content Marketing

Excellent

JavaScript

Very Good

Responsive design

Excellent

Search Engine Optimization

Excellent

SQL

Very Good

Node.js

Good

- Worked with outside agencies like Left Hook and Consumer WatchDog to make cinema like video content that illustrated the victims of our cause and also created successful email campaigns for both agencies
- Fixed bugs from existing websites and implemented enhancements that significantly improved web functionality and speed
- Created campaign with former Senator Barbra Boxer, Nick Rowley, and Christine Pelosi which is bringing awareness and additional traffic to 2020 ballot measure.
- Implemented website maintenance, content management, updates and security resource tutorials to assist end-user training.
- Implemented Google-based SEO and ad campaigns to meet budget specifications.

2018-06 -
2019-07

Director and Web Developer

Bandage Aid Material, Los Angeles, CA

- Managed and on-boarded new clients and facilities
- Created and executed all out going email campaigns
- Created internal processes for handling orders, intake, and also created workflows for the customer service staff
- Trained internal team on HIPPA best practices and created workflows for other employees to follow
- Created and maintained a customer facing website that has been optimized for search
- Constructed
- Email Creation and Web
- Planned website development, converting mockups into usable web presence with HTML, JavaScript, AJAX and JSON coding.
- Embedded media into sites using reliable, streamlined protocols and technologies.

2017-09 -
2019-03

Front-End Web Developer / Contractor

Eureka Dunes Productions, Santa Monica, CA

SEO



GitHub/Version Control



Typescript



Software

Photoshop



Sketch



After Effects



Illustrator



VS Code



Heroku



AWS



- Produced client facing websites for small to medium brands using Wordpress, Drupal, and Shopify i Managed multiple brands and their creative teams
- Additionally, created several landing pages, which corresponded to their respective email campaign.
- Collaborated with stakeholders during development processes to confirm creative proposals and design best practices.
- Assembled and addressed technical and design requirements, integrating user-facing and front-end elements to maintain web presence effectiveness.

2018-04 -
2018-05

● **Email Developer/ Contractor**

Sugarfina, Los Angeles, CA

- Created a myriad of rich email experiences in short span of time
- Worked with internal creative team and suggested graphic choices and messaging and to enhance deliverables
- Used Litmus, Email on Acid, and other services to check and correct emails before be scheduled
- Created custom HTML form for their Oracle I-store platform.

2015-12 -
2017-09

● **Front-End Web Developer / Contractor**

AMERICAN BOTANICAL PHARMACY, Marina del Rey, CA

- Manage front-end programming, maintenance, web development, and email production and project management for \$15M e-commerce business
- Resolve technical problems
- Program new functionality for Magento enterprise platform
- Produce and launch weekly e-mail marketing campaigns (HTML e-Mails)
- Implement mockups into developed pages using CSS, HTML, and JavaScript that render consistently

cross- browser on site and mobile properties

- Maintain and edit web content, including product updates and blog updates
- Integrate design and front-end tech into scalable back-end frameworks
- Develops logic, codes, tests, and debugs web pages
- Troubleshoot and resolve issues with existing custom and core Magento code
- Contributes to task identification and schedules for development and maintenance activities
- Manage Google Analytics tracking and ad hoc reporting
- Create various project documentation in collaboration with other team members to ensure UI meets functional requirements.

2015-08 -
2016-01

Developer (Contractor)

SMART ACTION, El Segundo, CA

- Worked with department managers to create interactive applications and optimize multiple online properties (HTML, CSS, JS, Node, MySQL, PHP) • Created an angular app to capture leads and interfaced with their Hubspot application
- Offered training and technical consulting for future and current projects.

2013-12 -
2014-11

Front-End Web Developer

TIRE CO, Gardena, CA

- Launched projects including interactive forms, responsive landing pages, and microsites, using HTML5, JSS, CSS and other JS libraries
- Developed and maintained multiple branded sites using Drupal
- Worked as key member of the team who managed the Oracle iStore e-commerce platform, maintained by JSS, HTML, PHP, ASP and CSS, within a Java environment
- Managed and developed applications within Sharepoint
- Instituted standards-compliant valid XHTML/CSS

files Photoshop design comps

- Produced wireframes, designs, landing pages, and media incorporating web standards and UI practices
- Contributed to the development of a customized tire and wheel mobile application for Android
- Provided client-side and server-side installation and support
- Managed over 250 users in multiple network environments
- Communicated with stakeholders and other appropriate parties to ensure that requirements are being met and initiatives are completed to technical requirements.

2012-01 -
2012-04

Front End Developer / Designer (Contractor)

GETTY MUSEUM, Westwood, CA

- Created HTML pages, using technologies as CSS3, HTML5, and JQuery
- Maintained and edited content on website
- Launched public and private microsites, utilizing optimizing technical, best practices, including contemporary CSS3 and JavaScript frameworks.
- Consulted with customers to gather requirements and discuss design choices.

2006-02 -
2010-02

Web Developer

Thinair Data, Los Angeles, CA

- Interpreted existing site design and style guides by creating pixel perfect web pages from Photoshop files
- Published and maintained content on website
- Collaborated with marketing and creative
- Crafted web identity
- Practiced best practices for brand identity
- Support marketing and communications efforts including photography and updating of corporate website
- Managed multiple projects at once and worked cross-functionally with internal departments.



Education

No Degree: Full-Stack Boot-Camp

University of California - Los Angeles - Los Angeles, CA

- A full-stack web developer and digital media producer with professional experience working with non-profit organizations and small businesses.

No Degree: Directing

University of California - Los Angeles - Los Angeles, CA

2008-09 -
Current

Associate of Science: General Studies

El Camino College - Torrance, CA