

# Todd Croak-Falen

# Frontend Developer

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## Summary

Creative frontend developer who enjoys concentrating deeply on large projects. Strong analytical, artistic, and empathetic skill set. Published author who has designed own website and email list.

## Experience

### Analyst II, Programmer, Application Developer | Princess Cruise Lines | Santa Clarita, CA | 2019 – Present

- MarTech (Marketing Technology) developer.
- Uses Adobe DTM and Launch to add, configure, and refactor marketing tags. Currently migrating all marketing tags and click tracking from DTM to Launch.
- Uses ObservePoint to audit www.princess.com's marketing tags and user journeys.
- Uses App Dynamics to monitor www.princess.com for marketing tag errors.

### UI/UX Designer | fusionZONE Automotive, LLC | Pacific Palisades, CA | 2018 – 2019

- Designed and coded mobile-first web pages for Acura, BMW, Chrysler, Chevrolet, Dodge, Harley-Davidson, Honda, Hyundai, Jeep, Kia, Nissan, Ram, and Toyota dealerships nationwide.
- Consistently exceeded clients' design expectations.
- Observed compliance guidelines for all brands, and web UX and SEO best practices.
- Created Adobe XD wireframes, mockups, and prototypes.
- Worked with implementation managers, client services, backend development, and graphic design teams to deliver quality projects on time.

### Frontend/UI Developer | TCF Web Design | Los Angeles, CA | 2016 – Present

- The North Face: Coded user interface for iPad kiosks in The North Face retail stores.
- Starbucks: Created Intuiface prototype with APIs for *The New York Times*, MTA schedule, and weather.
- Designs and codes mobile-responsive websites. Creates Adobe XD wireframes, mockups, and prototypes.

## Education

The Coding Boot Camp at UCLA Extension | Los Angeles, CA  
Chapman University | BFA Film Production | Orange, CA

## Skills

HTML5, CSS3, JavaScript, Bootstrap, Foundation, Adobe (XD, Photoshop, DTM, Launch), jQuery, JIRA, Confluence, Desk.com, BEM, Atomic Design. Google Ads & Google Analytics certified.

## Interests

HTML5, CSS3, JavaScript, Udemy courses, creative writing, reading fiction and nonfiction, hiking, filmmaking, cycling, personal finance, investing, chess, sensory deprivation tanks, Krav Maga.