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 developer.
- Implements click & page load tracking, plus third-party marketing tags via Adobe Launch. (Migrated from DTM.)
- ObservePoint Certified Professional. Programs and monitors audits and user journeys for Princess.com.
- Programs A/B tests in Adobe Target.
- Uses App Dynamics to monitor 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.
- 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 – 2019

- Created Adobe XD wireframes, mockups, and prototypes. Coded mobile-responsive websites.
- 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.

Education

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

Skills

JavaScript, HTML5, CSS3, Bootstrap, Foundation, Adobe (Launch, XD, Photoshop), jQuery, JIRA, Confluence, 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.