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 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.