

Extensive background in web design & development, focusing on exceptional user experiences through practical real world and data-driven decisions. Previously working in consumer-focused E-commerce, Sports, Entertainment, and Advertising industries. Passionate about how technology and design shape the user's journey.

EDUCATION

California State University, Fullerton

Bachelor of Fine Arts
Art/Graphic Design

EXPERIENCE

Design & Development

HTML5
CSS3
Sass
JavaScript
jQuery
VueJS
ReactJS
BackboneJS
GulpJS
ASP
PHP
Laravel
Symfony
Git / SVN
JIRA, Stash & Bamboo
Jenkins
Salesforce Cloud Commerce/Demandware
Sugar CRM
WordPress
MoveableType
HLS Video Streaming
iOS Development
Cordova / PhoneGap
Responsys
Google Analytics
Google Tag Manager
Adobe Analytics / Omniture
Optimizely

Senior Developer

TaylorMade Golf Company (formerly TaylorMade-adidas Golf)
Carlsbad, CA. June 2016 - Present.

- Managed internal digital marketing development team to support US, Canada, Europe, UK, Korea, and Japan web sites for TaylorMade Golf, Adidas Golf, Ashworth Golf and Adams Golf brands
- Worked with marketing teams across TaylorMade and Adidas Golf brands to create interactive content, reducing costs from prior dependencies on outside agencies
- Mentored developers on the use of Sass, ES6 and NPM-based build tools to increase efficiency
- Developed on the Salesforce Commerce Cloud/Demandware platform (Javascript based), co-managing code reviews, pull-requests and deployments
- Developed PHP/Laravel-based Net Promoter Score survey tool to gain customer insight
- Configured and managed AWS EC2 and S3 instances
- Ensure accessibility through automated Pa11y web service
- Developed, analyzed, and suggested A/B tests through Optimizely
- Administrated 3rd party tools such as Google Tag Manager, Google Analytics, Adobe Analytics

Web Developer

CBS Interactive (CBSi Advanced Media / CBSSports.com College Network)
Carlsbad, CA. May 2011 - June 2016.

- Extensive JavaScript-based development of cross-browser/cross-platform live media streaming front-end solutions for both free and paid subscription content for such products as:
 - **2013-2015 PGA TOUR (CBSSports.com):**
Multi-day live video/audio streaming, scoring and social media available through pgatour.com, cbssports.com and their respective apps.
 - **BIG BROTHER Live Feeds, Season 15 - 18 (CBS.com):**
24 hours a day, 7 days/week live multi-channel streaming for desktop and responsive mobile devices. Over 10,000 hours of video each season viewers could jump to any minute of.
 - **Additional Streaming Projects:**
Showtime Boxing, AVP Volleyball, UFC PPV, Professional Bull Riders
- Co-developed TrainerPass.com, a PHP/Symfony-based fitness video subscription service -- included:
 - Primary development of front-end interface, JavaScript functionality and video player integration
 - Lead the shift from a CBSi-developed CMS into a custom product, coordinating server and software support (including custom Vagrant provision scripts , Bamboo deployments)
- Developed PHP/Laravel-based proof of concepts to replace aging Perl-based systems
- Promoted industry standard methods to reduce site builds from weeks to days utilizing Node, Sass, Gulp and Git
- Began bi-monthly discussion, planning, and implementation sessions for internal front-end/JavaScript developers in order to bring everyone together and advance internal products as a cohesive group
- Co-Developed of the JavaScript version GameTracker, providing live stats and play-by-play action (Football, Basketball, Baseball)
- Developed front-end for the subscription streaming web site CollegeSportsLive.com and hybrid mobile app covering media for 100+ schools, resulting in greater customization and more reusability
- Developed multifunctional and reusable JavaScript applications to replace Flash-based alternatives for features such as: Scoreboards, Event Calendars, video players and more

AWARDS: CBS Share-the-Vision in 2013 for performance

Freelance Designer / Developer

Typeblue Design Studio (Self Employed)

Long Beach, CA / Fallbrook, CA. Feb 2009 - May 2011.

- Oversaw completion of integration between custom e-commerce site and Microsoft Dynamics GP, reducing order processing time and inventory management
- Developed a web-based, mobile-friendly, Point-of-Sale platform
- Designed, developed, and consulted on JavaScript, PHP, ASP and Flash based projects
- Implemented client SEO and online advertising campaigns
- Designed brand identity systems (logo, business cards, letterhead, packaging, etc)

Designer

WollnerStudios Advertising, Inc.

Buena Park, CA. Jan 2008 - Feb 2009.

- Lead production designer for *Color & Aroma Magazine* and *REST Magazine*
- Designed and produced (Javascript and Flash-based) interactive and traditional media
- Converted cost-prohibitive Flash applications to HTML-based applications
- Coordinated projects with outside developers, writers and photographers
- Assisted with on and off-site client proposals

SELECT CLIENTS: Marriott Los Angeles Downtown, Yamaha/MIDItainment, TUI University, UGMC Stone, Color and Aroma Magazine, REST Magazine, D-Link

Webmaster

Quilt in a Day, Inc.

San Marcos, CA. 2003 - 2008.

- Refactored a custom e-commerce platform for reliability and increased functionality
- Designed web/touch-based interfaces for existing POS-based system to integrate web site with retail store operations — dramatically reducing time on the sales floor
- Managed web accounts, services, certificates and domains
- Introduced email marketing campaigns and through Constant Contact

Webmaster

Qbiogene, Inc.

Carlsbad, CA. 2001-2002.

- Designed web sites for Qbiogene, and the sub-divisions: Excell Biotech, MERLIN Custom Services, Adenovirus.com
- Redesigned the web interface for gene sequencing web application
- Designed and managed e-mail newsletters and subscriber lists
- Collaborated between international offices (Canada, UK, France) to design specialty web sites and presentations
- Managed web hosting accounts, domains and internal Linux e-mail servers
- Assisted Director of IT to support desktop users, Phone systems, network cabling and Windows 2000/Novel Netware servers

Webmaster

Quilt in a Day, Inc.

San Marcos, CA. 1998 - 2000.

- Developed custom Active Server Pages-based e-commerce platform to support online sales (at the time, it supported Desktop and Web TV users)
- Assisted in desktop support for DOS and Windows based applications, as well as networking hardware and servers (Windows NT and Novell Netware) and Web TV users)