

## ServePath - Lead Web Developer

September 2008 - Present

### Responsibilities:

- Direct and supervise a team of web designers in the execution of all projects related to ServePath's four web properties
- Oversee variable content testing programs on both GoGrid.com and ServePath.com to optimize lead-generation and sales funnels
- Write HTML, CSS, PHP, JavaScript, and ActionScript code for web properties
- Support software team with UI Design, graphic assets, and front-end HTML and CSS

### Accomplishments:

- Wrote and implemented a flexible Object Oriented PHP content management and page templating system for the GoGrid website--simplifying future development efforts
- Built several microsities with Drupal which all included custom themes and modules
- Devised and implemented a SEO strategy for GoGrid.com, contributing to a near 300% increase in sales resulting from organic searches

## ServePath - Interactive Designer

March 2008 - September 2008

### Responsibilities:

- Primary graphic designer and developer on GoGrid.com and contributed PHP and JavaScript expertise to complex interactive development projects on ServePath's other web properties
- Coordinated with SEO and SEM team members to design and build targeted landing pages

### Accomplishments:

- Constructed PHP page templating system, overhauled and optimized existing javascript and added new functionality in conjunction with ServePath.com redesign
- Wrote dynamic PHP/AJAX-based cost calculator tool for upstreamnetworks.com
- Demonstrated strong initiative in filling a management void; was promoted to lead web developer after only six months with the company

## Freelance Web Designer and Developer

2004 - Present

- Completely overhauled Travelocity's blog, (windowseat.travelocity.com); migrated existing content to Drupal; added key pieces of functionality; continue to provide periodic feature enhancements and custom Drupal modules
- Designed and developed portfolio websites and custom content management systems for a variety of writers, photographers, and other small businesses
- Designed and developed custom blogs using WordPress, Drupal, TypePad, and MoveableType content management systems
- Developed several streaming media applications using Flash and Actionscript

## Layered Intelligence - Graphic Designer / Web Developer

February 2007 - March 2008

- Redesigned and developed corporate website for Layered Health Systems using Sitecore CMS, ASP.NET, and XSLT (layeredhealth.com)
- Designed and managed all visual aspects of e-commerce website (milivox.com)
- Designed and developed dynamic AJAX video center for Milivox, allowing users to browse through and watch hundreds of quicktime video clips
- Created Facebook Applications; Designed and built websites with Drupal

### Proficient in:

HTML	PHP
Javascript	CSS
AJAX	jQuery
MySQL	SEO
Adobe Photoshop	Adobe Illustrator
Adobe Lightroom	Adobe InDesign
Adobe Dreamweaver	Drupal
WordPress	TypePad

### Experienced with:

XSLT	UNIX
CVS	Subversion
Adobe Flash	Smarty
CakePHP	CodeIgniter
MoveableType	Facebook Apps

### Key Attributes:

- Strong analytical and problem-solving abilities
- Good project management and people management skills
- Very flexible and able to adapt seamlessly in fast-paced environments
- Strong desire to learn; ability to acquire new skills quickly
- Able to perform under pressure
- Equally comfortable working in a team or independently

### Education:

#### Art Institute of Pittsburgh

2003 - 2006

- B.S. Graphic Design
- 4.0 GPA; Received President's Award

#### US Navy Nuclear Power Training

1998 - 2000

- Studies included nuclear physics, calculus, physics, and electrical engineering
- Graduated in top 5% of class