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Brooklyn, NY

PROFESSIONAL EXPERIENCE

Soft Scientist

Founder, Chief Architect

Brooklyn, NY

Apr 09–Present

[Fake Album Cover](#) (Launched Jul 09)

Conceived and developed an album cover image generator that combines photos from Flickr with random text from Wikipedia and The Quotations Page. Utilized Cufon jQuery plugin to load fonts in browser and rendered album images with ImageMagick. Leveraged CodeIgniter MVC framework for site architecture in a LAMP environment. Implemented commenting, tagging and rating functionality. Enabled login capability and status updates via Facebook and Twitter, along with login support for 10 OpenID providers. Incorporated graphics from BushwickDesignClub and designed additional pages as needed.

ASMALLWORLD, Inc.

UI Architect

New York, NY

Jan 09–Jul 09

Led front-end development throughout migration of remaining ~50% of the site from PHP to Ruby on Rails. For my part, this consisted of implementing new designs, porting and styling legacy pages, integrating jQuery plugins, converting static forms into Ajax overlays, as well as creating new routes, services, and controller logic. Managed a project to expand the width of over 100 pages to 950 pixels. Documented site architecture, content hierarchy and stylesheet dependencies. Consolidated and refactored CSS, eliminating over 2000 unused legacy selectors. Established new coding conventions and layouts using Blueprint CSS framework. Integrated a redesigned header and footer across both internal domains and external partner domains. Rebuilt public landing page and wrote a jQuery carousel widget. Devised a batch process for capturing screenshots of core pages.

Lead UI Designer / Developer

Jan 08–Dec 08

Redesigned major sections of the site including the member profile, forums and an international event calendar. Rebuilt the front-end for these sections as a highly interactive RIA, extensively utilizing jQuery and YUI. Developed an AJAX menu system to dynamically display contextual actions below a member's name or photo anywhere on the site. Skinned and customized photo carousel, autocomplete, date picker and scrollbar components. Integrated with web services to retrieve network information about members, validate addresses, generate Google maps and render the content of lightbox dialogs. Leveraged Ruby on Rails framework to create components that are optimized for both portability and configurability.

Community Connect, Inc.

Technical Manager, Front-end Web Development

New York, NY

May 07–Aug 07

Managed 7 to 10 web developers across multiple teams in an Agile environment to develop new products and features for niche social networking websites. Coordinated customer acceptance and testing for the Faithbase.com website launch. Managed the migration of all five websites from CSS to a proprietary SSS styling technology. Improved workflow by writing UNIX shell scripts to simplify merge process. Trained team in advanced Subversion techniques. Provided strategic direction for component standardization and enhancements such as Javascript-driven profile customization. Established on-call procedures and spearheaded a documentation initiative for proprietary tools.

Vonage Holdings Corp.

Technical Manager, Front-end Web Development

Holmdel, NJ

Jun 06–May 07

Managed a team of 7 web developers in a fast-paced environment. Directed the front-end integration of CSS and DHTML into a redesigned subscribe website in Ruby on Rails. Managed the creation of francais.vonage.ca, a French Canadian website requiring the translation of 600+ help articles and 100+ XML content files. Restructured MySQL database and overhauled PHP CMS to create and maintain multilingual help content. Utilized AJAX and web services to show availability of phone numbers and professional installation services. Replaced legacy search engine with Google Search Appliance to generate more relevant search results. Migrated source control system from CVS to Subversion. Integrated with 3rd party applications to enable live chatting with agents in subscribe and interactive "virtual agent" functionality in help. Successfully launched new USB thumbdrive phone and over a dozen other VOIP-enabled devices. Completed leadership development program.

Developer, Web Design Lead

Aug 05–Jun 06

Redesigned and rebuilt subscribe website using object-based Javascript. Incorporated enhancements to sign-up process such as improved phone number selection and product-oriented pageflow. Executed logo change across all Vonage branded websites. Improved customer conversion rates by implementing abandonment popunder system in Javascript. Implemented object-oriented templating system in PHP to create and manage over 3,500 landing pages. Optimized implementation of Hitbox, Atlas, and dozens of tracking pixels in order to deliver more accurate website statistics.

Web Developer / Web Designer

Oct 04–Aug 05

Designed and prototyped interfaces enabling users to purchase devices, configure new calling features, change shipping options and set critical 911 address information. Setup and maintained CVS repository for marketing websites. Performed ongoing updates for over 20 partner websites including Vonage Canada and Vonage UK.

The Travelocity Corp. (Site59, now lastminute.com)

New York, NY

Interface Developer

Aug 02–Oct 04

Designed and built new gateway sites in PHP for Marriott, Yahoo Travel and AOL Service. Devised and implemented "Suitcase" to track package details throughout the purchase process. Launched Multi-Airline Display and other PHP enhancements on a variety of partner websites. Designed dozens of high exposure, branded promotions. Produced a variety of design solutions to present alternative packages to customers on search results page. Received intensive training in OOAD.

Deeppgroup, UK

New York, NY

Site Builder (Poolside)

Oct 01–Aug 02

Completed site rebrand for Salomon Smith Barney Access. Provided support for CGI/JSP integration. Maintained Cititrade site. Developed object-based dynamic menu system in JavaScript.

Web Developer (Deepend)

Dec 00–Oct 01

Programmed middleware in Perl, ASP and PHP for authoring and serving dynamic content. Developed interactive web content enhanced with DHTML, Flash and Quicktime VR. Built a search engine, a client management application and a toolkit of JavaScript classes.

Xceed, Inc.

New York, NY

Interface Developer

Dec 99–Sep 00

Built dynamic web sites using JavaScript, CSS and DHTML. Facilitated Cold Fusion back-end integration. Trained in Macromedia Director/Lingo at the New School. Completed online training in CGI/Perl. Wrote UNIX shell scripts for batch file processing. Implemented dynamic, database-driven navigation.

Alumni/ae Publications, Bard College

Web Developer / Web Designer

May 99–Feb 00

Managed the production of an online PDF archive of student newspapers at Bard from 1895 to 1999. Designed and built website, including MySQL database, PHP search engine and guestbook. Coordinated archival scanning of newspapers. Wrote all site content and documentation.

EDUCATION

Certification August 2003, Columbia University CTA Program
Track Software Engineering in C/C++
G.P.A. 4.0 / 4.0

B.A. Degree May 1999, Bard College
Major Integrated Arts with focus on Interface Design
G.P.A. 3.7 / 4.0
Honors "Excellence and Equal Cost Scholarship"

Flash Master Class Fall 2007, Future Media Concepts
AJAX for Web App. Dev. Fall 2007, NYU

FREELANCE EXPERIENCE

33MillionPeople.com Jan 09–Jul 09

Coded homepage and page templates. Customized Wordpress blog and repurposed the Profiler plugin to act as a simple content management system. Perform ongoing updates to press page.

LeadingPrinciples.com Nov 04–Feb 05

Rebuilt entire website. Devised a CMS in PHP for publishing HTML newsletters and posting articles.

SmartGirl.org Jun 00–Oct 00

Repurposed Perl scripts to publish new sections of HTML content. Developed games in JavaScript.

TECHNOLOGIES AND SKILLS

Advanced Expertise

Languages: PHP, MySQL, Javascript, Ajax, CSS, XHTML, XML, XSLT, ActionScript
Software: Photoshop, Flash, Illustrator, Dreamweaver, Eclipse, Firebug
Other: CodeIgniter, jQuery, YUI, Blueprint, Subversion, CVS, DART, Hitbox, Atlas

Basic Proficiency

Languages: Ruby on Rails, C, C++, Perl, ASP
Software: QuarkXPress, After Effects, Director, Coda, Emacs
Other: UNIX, shell scripting, REST, Google Maps & Search Appliance, ImageMagick