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Work Experience

Midnight Oil Creative

Technical Lead / Senior Front End Developer

Feb 2010 - Present • <http://midnightoilcreative.com>

I'm part of a small team doing big things in the digital world. As the only front end developer, my hands touch nearly every project that we work on, from static marketing sites to full-blown interactive installations. I've built websites for Disney, web applications for Activision, content frameworks for Microsoft, and touchscreen video recording kiosks for Paramount / Proctor & Gamble. I developed HTML5 video players, mobile / tablet-optimized sites, and kicked it old-school with table-based layouts for email marketing campaigns (and I love MailChimp). I've pitched projects, architected solutions, and helped the rest of my team step their technology game up via presentations and continuing education initiatives. I was promoted to Technical Lead in early 2011 and now oversee every technical aspect of projects, from initial pitch and estimation to development and testing to launch and support. It's taken me outside of my comfort zone, but that's where I learn quickly and encounter new challenges.

Tools: HTML5, CSS3, JavaScript / jQuery, PHP, CodeIgniter, MySQL, SVN, Photoshop, Coda

HauteLook

Lead Front End Developer

May 2009 - Oct 2009 • <http://hautelook.com>

I joined HauteLook to completely re-craft the user interface of their web application in preparation for the 2.0 launch of their product. I was the only front end developer on staff and worked closely with their design team to make sure the new UI was pixel-perfect while also collaborating with the back end development team to ensure that every view in our MVC application performed flawlessly. I gained new experience with high scalability (a million unique visitors per hour at peak times), multivariate testing, web application architecture, and agile development methods. It was difficult at times, but the struggles I encountered served to make me a better developer and a more well-rounded technologist. In February of 2011, HauteLook was acquired by Nordstrom for \$270 million in stock.

Tools: HTML, CSS, JavaScript / jQuery, PHP / Zend Framework, Smarty Templates, Git, Amazon Web Services, Akamai EdgePlatform

Insomniac

Director of Technology / Independent Consultant

Nov 2006 - May 2009 • <http://insomniac.com>

Insomniac is one of the largest independent promoters of live music events in the United States and is now arguably the largest promoter of electronic and dance music events in the world. Since 1993, Insomniac has produced large multi-day festivals, one-off concert events, and weekly nightclub residencies. I was the only technical person on the company's small team and was responsible for every facet of Insomniac's online operations. I developed and launched dozens of event-specific marketing sites, managed an email and social media marketing program with 300,000+ recipients, and built an IT infrastructure to streamline internal company operations while also delivering an industry-leading experience to consumers and concertgoers. I now serve in a consultant / advisory role for the company to ensure that technology considerations are addressed in their operations and strategic initiatives.

Tools: HTML, CSS, JavaScript, PHP, MySQL, MobileStorm, Linux-based virtual private servers, Google Apps for Business

Moxie Interactive **Front End Developer**

Dec 2004 - Aug 2006 • <http://moxieinteractive.com>

Moxie was my first job at a large agency and it was a great place to cut my teeth by working on high-profile projects for clients like Verizon, UPS, and Northside Hospital. The majority of my work involved the development of long-term email campaigns for both marketing and existing customer audiences. I also worked on the user interface for Verizon's Get It Now platform that was used to promote the carrier's offerings of ringtones, ringbacks, wallpapers, and games.

Tools: HTML, CSS, JavaScript, Photoshop

ICE Design Group **Co-Founder / Lead Developer**

Feb 2002 - Dec 2004 • <http://icedesigngroup.com>

I co-founded ICE Design Group with a group of 4 likeminded professionals to provide digital and interactive services to small and medium sized businesses. I was in a lead role responsible for all of our front end and back end development, including the creation of our own email communication platform used to manage campaigns for our clients. After a couple years as an independent agency, ICE Design Group was largely absorbed by Moxie Interactive.

Tools: HTML, CSS, JavaScript, PHP, MySQL, XSLT

Silverpop **Software Engineer**

Aug 2000 - Jan 2001 • <http://silverpop.com>

I was the lead client-site developer of Silverpop's Professional Services team, a group tasked with providing custom-tailored email marketing solutions to our most demanding clients.

Tools: HTML, CSS, JavaScript, Perl, Photoshop

Design Coup **Intern**

Jan 2000 - Jun 2000 • <http://designcoup.com>

Design Coup was my very first experience with the real world of interactive design. During my senior year of high school, I interned with the boutique firm and helped build sites for some of their earliest interactive clients.

Tools: HTML, CSS, Photoshop

Education

University of Southern California

2007, M.A. in Communication Management
Magna Cum Laude, Annenberg School

Georgia State University

2006, B.A. in Film / Video
Cum Laude, WRAS Atlanta 88.5FM