Front end web developer seeks to apply craft for inspiring places.

MATTHEW SMITH

m@niftinessafoot.com   www.niftinessafoot.com

SKILLS

HTML
HTML5
XHTML
CSS
CSS3
SASS
JavaScript
jQuery
Backbone.js
PHP
MySQL
AJAX
JSON
XML
LAMP
Photoshop
Illustrator
Git
Subversion
Wordpress
SEO
Image Optimization
Web Standards
Responsive Design
CSS Preprocessing
Social APIs

EDUCATION

Grand Valley State
Allendale, MI
CS, Communications
1996 – 1998

EXPERIENCE

Front End Engineer

1stdibs.com
Sep 2012 – Present

Industries:
- Antiques
- Fine Art
- Consumer Retail

Implemented transactional and account management functionality.
- Utilized jQuery, Backbone.js, object-oriented PHP, and CodeIgniter.
- Implemented RESTful services to deliver content to heavily cached templates.
- Sales rocketed on feature release.

Modernized outdated code.
- SEO changes brought 1stdibs.com from seventh to first results page in key search engine queries.
- Slashed page size and rendering time by updating legacy code.

Senior Interactive Developer

Biggs|Gilmore Communications
Aug 2006 – Sep 2012

Industries:
- Marketing
- Consumer Goods

Previous Work:
- ricekrispies.com
- poptarts.com
- kelloggsraisinbran.com
- morningstarfarms.com
- cottonelle.com
- heinzketchup.com
- kelloggs.com
- listerine.com

Shipped web, mobile, and social media campaigns as a front end component of a digital agency.
- Coded semantic, standards compliant HTML, CSS and JavaScript, generating millions of unique web hits for Fortune 500 brands.
- Translated—and extended—dozens of Photoshop PSDs into functional web sites.
- Optimized existing code and assets for speed and performance. Reduced page weights of existing sites to as much as $\frac{1}{5}$ their original sizes.

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EXPERIENCE

**Senior Interactive
Developer**
(continued)

Biggs|Gilmore
Communications
Aug 2006 – Present

Built web apps and utilized social media APIs to create immersive social experiences.

- Used AJAX and RESTful web services to enable users to vote, share, and create through brands.
- Invoked Twitter, Facebook and other social APIs to create full pictures of a brand's digital experience.
- Facebook campaigns resulted in Like counts ranging from 100k and 180k up to 988k and over 4 million.

Exponential agency growth raised need for onboarding and mentoring. Responded with leadership and direction.

- Provided technical knowledge and guidance to Flash team transitioning into front end development.
- Participated and led discussions about new practices, tools, and procedures within the agency.
- Guided design and account executive teams in new front end best practices and technology opportunities.

Webmaster

CU*Answers
Oct 2002 – Jan 2006

Industry:
- Financial Services

Enabled over two dozen credit unions to build and maintain online identities.

- Consulted, designed, and built custom sites for credit unions nationwide.
- Coded online tools and plugin modules in JavaScript and PHP to offer additional content and functionality.
- Integrated online banking product data into client sites, minimizing site maintenance.

Designed and built intranet platform, used both internally and under development as a shippable client product.

- Custom platform built in PHP and MySQL.

Designed print materials and digital assets.

- Assisted marketing department in print material design and execution.

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EXPERIENCE

Front End Developer

Herman Miller
Mar 2000 – Jun 2002

Industries:
- Furniture
- Consumer Retail

Built and maintained front end for furniture giant's direct-to-consumer projects, HMStore and Herman Miller RED.

- Product library maintained using ATG Dynamo and MS SQL Server.

Generated digital assets

- Prepped site assets from photography library for product shots and lifestyle displays.

- Designed banners and digital promotion materials for HermanMillerRED.com as well as third-party display.