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Expertise

- Developer/build tooling
- Code re-use/portability
- Performance (load time / animation)
- Code generators

Technologies

HTML 3-5, CSS 2-3/Less/SCSS, PHP / LAMP, nodeJS (server/dev tools), Typescript, Javascript (ES4-ES6), React, Angular 2+, MySQL/SQL/NoSQL (neDB, mongoDB)

PWAs (packaged web applications), Veeva iRep presentations and approved emails, MI touch, Electron (desktop apps for Mac and Windows), Web native components, Cordova / PhoneGap

MIT licensed highlights

run-interactive

<https://www.npmjs.com/package/run-interactive>

A simple interactive CLI (command line interface) to run your npm scripts. Because I like to keep my build tooling separate from my editor.

funcCon (function concurrence)

<https://www.npmjs.com/package/funccon>

A utility function for orchestrating the order in which things run. A list of commands is told to run, but not in sequence or all at once; rather it runs as many at the same time, as specified by the developer (architecture and performance tuning).

single-call (Single Call)

<https://www.npmjs.com/package/single-call>

A simple utility function to prevent having a function called several times, when you need it to run once.

busy-cylon (Busy Cylon)

<https://www.npmjs.com/package/busy-cylon>

A cylon themed indicator that runs in the terminal; to let you know that your process is still working, and not frozen.

mass-sass (Mass Sass)

<https://www.npmjs.com/package/mass-sass>

A simple interactive CLI, for compiling all SCSS files in a given folder, via node-sass (C++, much faster than the original ruby build)

Experience

Heartbeat Ideas

Developer

New York, NY

October 2020 - February 2021

- Developing responsive emails and web sites on various environments and frameworks
- Using and extending the functionality of code generators
- New build and developer tooling

Wunderman Thompson Health

Developer - Web, Veeva

New York, NY

October 2019 - March 2020

- Developed static websites, PHP based wCMS sites, HTML5 banners in DoubleClick Studio, and HTML emails
- Designed complete presentations in Veeva, implementing art files as HTML, CSS, and JS; user triggered emails from inside presentation
- Integration of art files and business rules into Salesforce and Veeva to create complete marketing tools
- Developed conditional scripting for Veeva to run the appropriate code in the appropriate platform

Indegene

Tech Lead - Web, Veeva, MI Touch, Hybrid iOS

New York, NY

June 2015 - December 2017

- Communicated with creative stakeholders to consult on, and develop, feasible and intuitive user solutions based on user studies and use rates, maximizing developer efficiency and reducing unnecessary confusion throughout the specification, development, and delivery processes
- UX/Design Consulting
 - Provided feedback and alternative propositions on usability and workflow, based on collected data during client discovery sessions
 - Set realistic, achievable goals with both internal and external teams, and ultimately ensure the successful execution of those goals during and after a project's completion.
- Developed an internal WCMS, the "Agency Playbook", that aided Account Managers in compiling the information required to make a successful sell, reducing inefficiency and data inconsistency (via implementation of version control and traceability)
- Directed technical discussions to develop, distribute, and provide training to 3rd party agencies to manage artwork pass-off and consumption strategies
 - Lead effort to provide a streamlined, technology-based solution that eased and clarified the process of content management and communication (including metadata tagging and file compression workflow) where no previous process or technology existed
- Responsible for teaching development fundamentals to junior developers, teaching advanced principles (design patterns, performance tuning, frameworks, etc.) to more senior developers, and developing coding standards and frameworks for team-wide use.

Grey Healthcare Group

Developer - Web, Veeva

New York, NY

September 2012 - April 2015

- Built websites for pharmaceutical use incorporating the following technologies, frameworks, and methods:
 - HTML5 with semantic and dynamic markup polyfills
 - Responsive design via css3 media queries (and polyfills for older browsers)
 - Responsive interactive pieces:
 - No duplication of non-image content
 - Sophisticated object oriented javascript
 - Multiple ways to access the sub-views in the interface
 - Javascript and PHP form validation
 - HTML email development
 - Responsive
 - Template development
- Developed static site generators for deployment to Veeva, written in both PHP and node

- Both versions supported shared assets
 - Shared assets were a requirement of the PHP release, as Veeva did not support the technology as part of their platform. It was, however, necessary to maintain this functionality in the newer node release(s), as shared assets could have been disabled on some vendor environments
- Consulting
 - Provided technical direction to outsourced development teams ensuring the understanding of a common vision and maintaining technical feasibility
 - Collaborated with Art Department regarding concept design
 - Architected alternatives to proposed solutions when the concept was not technically feasible, or the cost-benefit was too low
 - Negotiated concept design against technical needs for Content Management Systems
 - Defined specific content types relevant to the target system
 - Ensured content types follow a consistent design, thus allowing the code to be part of a custom theme rather than numerous custom modules.

Education

Mahwah, NJ

Ramapo College

Bachelor of Liberal Arts, Graphic Design and Business