

EXPERIENCE

<p>Flamingo Estate</p> <p>Lead Developer Los Angeles, CA Sep 2021—Mar 2023 flamingoestate.com</p>	<p>Led architecture, development, and deployment of all frontend web features, backend systems integrations on Shopify Plus ecommerce website.</p> <p>Established GitHub organization, repositories, launched version control. Instituted frontend development workflow + SOPs w/ Shopify Theme Kit, later Shopify CLI, w/ npm and gulp for SCSS compilation. Managed all developer resources, internal and external contractors. Reviewed all code, approved Git pull requests, and deployed all web features.</p> <p>Integrated Attentive SMS marketing into existing and new frontend marketing incentive touchpoints, enabling \$2M in attributed revenue.</p> <p>Launched paid membership subscription program: custom development of all frontend features incl. free shipping, member exclusive discounts and product offerings, free quarterly gift products, with 2K+ active subscribers, \$200K in membership revenue, \$700K in attributed sales.</p> <p>Expanded product subscription program, oversaw transition to Recharge unified checkout experience, resulting in 18.5% increase in revenue, netting \$2M in new sales.</p>
<p>Nekohama</p> <p>Technical Co-Founder Los Angeles, CA Sep 2020—Sep 2021 nekohama.co</p>	<p>Oversaw establishment of identity design: directed contract illustrator on logo artwork, contract typeface designer on custom headline font. Designed color palette for packaging design, frontend web. Wrote brand guidelines documentation.</p> <p>Architected and deployed complete ecommerce tech stack: domain/DNS config., Google Workspace emails, Shopify acct., systems integration w/ ShipStation for order fulfillment, Klaviyo EMS, Kustomer, Twilio, Aircall customer service stack, Okendo product reviews.</p> <p>Wireframed, designed, and developed custom Shopify ecommerce website. Established Git version control, repository setup, development workflow. Launched website to enable company's first sales, netting \$60K revenue in the first month.</p> <p>Launched product subscription program on PayWhirl, integration w/ Shopify, custom frontend development of subscription options, subscription email flows. Garnered 100 subscribers in first 2 months, resulting in \$6K in monthly recurring revenue.</p>
<p>American Field</p> <p>Creative Director Los Angeles, CA Nov 2019—Jul 2020 shopaf.co</p>	<p>Designed, developed ticketing system for pop-up marketplace events, incl. customer-facing ticket mgmt. platform, internal on-premise web app for QR code scanning ticket redemption.</p> <p>Designed identity, UX, UI for livestreaming digital events platform AF Live. Developed full tech stack: document database architecture, GraphQL API server, platform frontend. Executed 4 live events with up to 6 simultaneous livestreams, broadcast over 60 brands incl. New Balance, Topo Designs, Elysian Brewing, Faherty, Taylor Stitch with 30K viewers in attendance.</p> <p>Designed, developed frontend experience for business services portal with custom tiered lead generation forms. Architected, integrated marketing automation workflows triggered by on-site behavior.</p>

EDUCATION

<p>Freelance web design, development</p> <p>2004—Present</p>	<p>Virginia Commonwealth University Richmond, VA</p> <p>2007—2008</p>	<p>Berlin High School</p> <p>Berlin, CT</p> <p>2003—2007</p>
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SKILLS

TECHNOLOGIES	SYSTEMS	SOFTWARE
HTML	Shopify	Visual Studio Code
CSS, SCSS	Magento	BBedit, Atom
JavaScript, ES6, TypeScript	Squarespace	Terminal
PHP	Stripe	Tower, GitHub Desktop
Git, GitHub, GitHub Actions	WordPress	Postman
Node.js, Express	Strapi	FileMerge, Beyond Compare
React, Next.js	Webflow	Figma
npm, webpack, gulp	Retool	Photoshop
Jest, Vitest, Chai	Google Analytics, Ads	Illustrator
REST, GraphQL, Apollo	Facebook Ads Manager	InDesign
SQL, MySQL, PostgreSQL	Klaviyo, MailChimp, Sailthru	Lightroom Classic, Capture One
MongoDB, Firebase Firestore		Word, Excel, PowerPoint
AWS, GCP		Google Docs, Sheets, Slides
Heroku, Netlify, DigitalOcean		Apple Pages, Numbers, Keynote
Linux, Apache, Nginx		Final Cut Pro, Motion
Redis		
Docker		

EXPERIENCE (CONT.)

Buck Mason

Led UX design of all new ecommerce frontend features. Managed digital design team to output best-in-class, responsive web experiences, incl. asynchronous product filtering and discovery on collection pages.

Senior Developer,
UX Designer

Los Angeles, CA
Oct 2018—Nov 2019
buckmason.com

Developed all new frontend web features leveraging Shopify's Slate development environment, incl. proprietary onsite behavior tracking utility using browser cookies to track page views, time spent on page, shopping behavior, purchase history, and GA UTM campaign attribution.

Overhauled Shopify frontend experience, incl. custom landing pages for product campaigns, incorporating video, interactive elements, and product merchandising.

Tested, reviewed, and deployed all code w/ Git. Performed team-wide UAT on all new features in staging environments. Released new features at consistent sprint intervals.

Matteo

Designed, developed, relaunched the B2C, B2B ecommerce channels on Magento platform for unified frontend experience.

Ecommerce Director
Los Angeles, CA
Nov 2017—Oct 2018
matteola.com

Integrated Magento with existing cloud ERP system NetSuite for automated inventory synchronization, customer relationship management, order fulfillment.

Directed small team on design, ecommerce operations, digital marketing, social media management to bring focused attention to identity, voice, message of brand across all channels. Art directed, managed ecommerce photo shoots to elevate product category visuals and coincide with marketing campaigns.

Developed company-wide marketing calendar with budget proposals, ROI goals, and created all copy, digital assets, landing pages, email campaigns, social posts. Leveraged analytics systems to analyze performance, maximize ROAS. Delivered all marketing performance reports on a weekly basis.

imogene + willie

Redesigned frontend ecommerce user experience combining elevated identity design, distinctive, streamlined UI, and functional, intuitive UX optimized for discovery, engagement, conversion.

Web Designer, Web Developer
Los Angeles, CA
Nashville, TN
Mar 2015—Nov 2017
imogeneandwillie.com

Using modern information architecture methodology, storyboarded, designed, developed unique and engaging brand editorial and value proposition content integrated with ecommerce product merchandising to build brand loyalty, bolster customer lifetime value.

Devised strategy, copy, creative for digital advertising in accordance with campaign goals, brand identity, and voice.

Freelance

Create engaging digital experiences through design in ecommerce, frontend web, brand identity, marketing/social creative, print.

Full Stack Developer,
UX/UI Designer
Los Angeles, CA
Apr 2004—Present
beschler.co

Build world class web experiences through frontend and backend web development. Architect, develop custom-made, responsive, standards-compliant ecommerce frontend websites, proprietary backend CMS, API servers, web software, PWAs optimized for cross-platform deployment.

Serve and manage hundreds of websites over 18 years from brands incl. Alife, Kangol, Married To The Mob, Kikkerland, Sneakernews, Freshness Mag.