steve@24trackmind.com / 732.501.9768 / 616 jersey ave, apt 2, jersey city, nj 07302

Experienced front-end developer responsible for creating effective and scalable user interfaces. Strong technical knowledge, implementation planning skills, attention to detail and efficient work ethic helps meet project guidelines and client expectations.

# **Experience**

### Freelance Web Developer

6/05 - Present

**Highlights** / Responsible for diverse client and server-side development projects utilizing Flash/object-oriented ActionScript, JavaScript/AJAX, (X)HTML/CSS, and PHP/MySQL.

//Portfolio: www.24trackmind.com

## Client Side Developer

1/06 - 7/07

TD Ameritrade - Jersey City, NJ

**Highlights** / Performed client-side application development using JavaScript, remote scripting (AJAX), (X)HTML, CSS, and XSL for a leading online investment site. Collaborated with Java developers to tie back-end functionality to the presentation layer.

- Led front-end development on both marketing and trading site conversion from ameritrade.com to tdameritrade.com following merger of Ameritrade and TD Waterhouse
- Led efforts to convert static marketing site pages to a CMS-based system using the TeamSite platform
- Trained other client-side developers on TeamSite best practices
- Developed first internally produced Flash/ActionScript 2.0 application to educate former TD Waterhouse on trading platform differences
- Implemented XML-based framework for ease of updating content and re-use in other Flash tutorials
- Converted existing Branch Locator tool on a .NET platform to a client-side solution using AJAX to retrieve branch data stored in JSON objects
  - One of the first TDA applications to use the jQuery JavaScript library and the Google Maps API
- Developed and maintained a variety of tools on the trading and long-term investing sites

#### **Senior User Interface Developer**

6/01 - 12/05

SimStar (now Rosetta Marketing) - Hamilton, NJ

Highlight / Responsible for front-end web development on \$14 million of business.

- Developed user interfaces using (X)HTML, CSS, and JavaScript
  - Spearheaded corporate migration from outdated, table-based methods to standards-based approach utilizing CSS
  - Developed interactive tools using JavaScript, DHTML as well as more datadriven tools using AJAX
  - Worked closely with Information Architects to develop new solutions for presentation, layout and other user interaction issues while ensuring usability standards were met
  - Integrated client-side code with framework created by programmers and server-side architects

- Performed extensive QA checks to ensure cross-browser and cross-platform compatibility
- o Optimization of web graphics using Photoshop and ImageReady
- Developed complex data-driven applications using Flash
  - Utilized ActionScript 2.0's object-oriented structure to produce reusable components to lessen the amount of code and produce modular solutions
  - Used external data sources such as XML to reduce the maintenance cost and efforts
  - Created custom, scalable video players
- Created rapid prototypes to help illustrate new solutions to elicit feedback from the team and determine feasibility
- Produced interactive DVDs in DVD Studio Pro, also utilizing Final Cut Pro and Compressor for video post-production
- Managed freelancers and junior developers, assisted with work allocation and skills development to meet the needs of the department
- Developed coding standards as benchmarks for new freelancers and full-time developers

#### **Portfolio**

Interactive portfolio can be found at www.24trackmind.com

### **Education**

- Bachelor of Science in Computer Science, 2001 Rutgers College, New Brunswick, NJ
- An Event Apart, December 2005
  Franklin Institute, Philadelphia, PA
- Flash Forward Conference, July 2004
  New Yorker Hotel, New York, NY
- Steve Krug Usability Lecture, August 2003
  The New School, New York, NY