

## INTRODUCTION

Entrepreneurial, cross-disciplinary web developer with eye for design, feel for UX, and concern for performance. Excited to work on quality products with harmonious teams.

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## EXPERIENCE

### ■ Senior Front-End Web Developer, *GoWatchIt* New York · Dec 2013 – Present

- Early engineer/designer at Series A Film and TV startup, bridging sophisticated engineering with UX.
- Products served millions of times a month on major studio properties (Universal, Sony, Paramount, FOX) and large content sites (NYTimes, BuzzFeed, Entertainment Weekly).
- Establishing product-centric design culture by hiring and training new developers for each core project as company rapidly grows.
- Threading the needle by accommodating idiosyncratic legal and client constraints with polish and performance.
- Architected, designed, engineered, and spearheaded *three keystone projects*, leading to fundraising rounds and company growth:

#### Superwidget (Javascript)

Led team of two in writing a pioneering API-backed embeddable SDK and theming engine for film releases, TV programming, and advertising campaigns.

#### GoWatchIt.com (React/Rails)

Directed redesign of the existing outdated website through managing stakeholders, freelancers, and team members (launched Q1 2016).

#### GoWatchIt 360 (Ember)

CMS and analytics for film and TV studios. Real-time analytics, custom reporting, visual asset creation, and theming (Google Analytics for TV/Film releases).

### ■ Front-End Web Developer, *Universum Global* New York · Jan 2013 – Nov 2013

- Founding Javascript developer at innovation lab inside multinational market research corporation.
- Led design and development of multiple Rails/Node.js apps reaching 500,000 university students worldwide.
- Functioned in various roles beyond job title including product manager.
- Created company-wide branding concept approved by executive team in Stockholm, Sweden.

### ■ Campus Director, *The Flatiron School* New York · Oct 2012 - Jan 2013

- Founding employee at successful programming bootcamp aimed at college graduates with three big roles:
- Head of Admissions: Interviewed and managed pipeline with hundreds of applicants.
- Head of Employer Outreach: Established employer hiring program, planned job fairs, and recruited dozens of tech companies to hire new grads.
- Head of Marketing: Created school's brand, organized semester events, produced media assets, and created all pitch decks.

■ **Consultant, Freelance**

New York/Atlanta · 2011 – 2012

- Hired by software companies and ad agencies to provide design, development, and strategic improvements.
- Deliverables included wireframes, prototypes, Photoshop, presentations, and live production code.
- Clients included Anomaly, DueProps, Classmates, Pigeon, E-Myth, C Wonder, DiMassimo Goldstein.

■ **Creative (Intern), Anomaly Partners**

New York · 2011

- Developed interactive and video experiences for Budweiser, Converse, Captain Morgan, and agency-side *special projects* at prestigious advertising and design agency
- Created CEO-approved concepts for interactive Track Your Bud bottle and Converse Shoeboxx.

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EDUCATION

**Emory University** (2009)

*Psychology – 3.65/4.0*

Concentrations in philosophy, music, and neuroscience.

**The Creative Circus** (2011)

*Interactive Design/Copywriting*

Created brand campaigns in creative & tech teams at leading ad school.

**IES Study Abroad** (2008)

*Vienna, Austria*

Travelled throughout Western and Eastern Europe.

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SKILLS

**Development**

JavaScript · React.js ·  
Ruby/Rails · Ember.js ·  
Webpack · Firebase

**Design**

HTML/SCSS · UX ·  
Mobile · Sketch ·  
Wireframing

**Advertising/Marketing**

Art Direction · Branding ·  
Copywriting · Analytics

**Tools/Workflows**

Git · Github · Agile ·  
Scrum · Kanban · Style  
Guides · JIRA

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ACCOMPLISHMENTS

**BreedBreakdown.com**

In one weekend, built app that accrued 1.5 million unique visitors with no advertising.

**Awards**

*Vann Scholarship* for academics & philanthropy; Three consecutive *Class Scholarships*; *Dean's List*.

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CONTINUING EDUCATION / AMATEUR INTERESTS

**Long-form Classes**

Woodworking · Music  
Theory · Film Editing ·  
Motion GFX · Cooking

**Intellectual History**

Psychology · Economics ·  
Technology · Political Thought

**Philosophy**

Moral · Political · Mind ·  
Science · Epistemology

**Volunteer Work**

Dog walking for the  
elderly · Pro bono work  
for community orgs

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*References Gladly Provided Upon Request*