

**I create visible, tangible results by crafting beautiful, intuitive front-end designs. I increase efficiency and flow for back-end, administrative tasks by listening to the people involved and understanding the problem domain.**

My efforts typically result in **increased**:

- Completed customer transactions.
- Customer retention rates.
- Employee happiness and productivity with tools that work for them, not against them.
- User participation in online interactions like surveys and newsletter subscriptions.

And **decreased**:

- Unsubscribe requests.
- Page load times.
- Customer support requests.
- Time to deploy.

**WEB DEVELOPER, RED RELISH LAS VEGAS, NEVADA 2008-2008**

Explored and developed a single-screen shopping interface. Wrote a Rails plugin for interfacing with Authorize.net's Customer Information Manager (CIM) service. Created a powerful collection of "shopping cart"-like objects capable of handling nested products (e.g. products within boxes within boxes). That same collection is infinitely extensible without altering any interface code. Wrote two jQuery plugins for better customer interaction.

**WEB DEVELOPER, LIVING DEAD TATTOO LAS VEGAS, NEVADA 2007-CURRENT**

Streamlined client management aimed at professional tattoo artists with little time and few computer skills. Completely web-based tools allow individual artists to set appointments, manage clients, tattoo sessions and monies earned and owed. Planned as an affordable subscription-based service for artists who want more control over their career.

**WEB DEVELOPER, THE AD BOUTIQUE LAS VEGAS, NEVADA 2007-2007**

Helped port a five-year old Perl application to Rails. Extended existing database schematic and model layers to increase domain functionality. Increased user productivity with a healthy dose of jQuery. Engineered massive "suggested purchasing reports" based on a complex set of business rules, eliminating need for users to flip between multiple screens to cross-reference data. Brought better coding practices to the team.

**WEB DEVELOPER, GENESIS ENTERTAINMENT LAS VEGAS, NEVADA 2006-2007**

Built custom e-commerce suite for interfacing with Authorize.net. Tools included shopping cart, order management and transaction processing. Developed single-screen interface to setup infinitely long show time ticket inventories, including dates playing, cancelled or dark. Wrote a flexible accounting system allowing select departments to specify arbitrarily complex mathematical rules to determine a product's price, tax and other financial directives.

**TECHNICAL SKILLS**

Ruby, Rails, Rspec, jQuery, some Subversion and git, PHP, MySQL, HTML, CSS, some Linux, Photoshop

**CONTACT**

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