Objective:

As a developer with a background in design and usability, I have a passion for building things that are both functional and fashionable. An ideal position for me is one with a highly collaborative team where I can get my hands dirty in implementation, help mentor junior developers and still have some involvement with visual design and interaction.

Skills

- Expert knowledge in building web-application front-ends (HTML, CSS, JavaScript, AJAX)
- Strong knowledge of server-side languages and frameworks (PHP/Zend Framework, C#/.NET, Ruby) with a strong preference for OOP and MVC
- Comfortable working with databases (MySQL, MS SQL Server, PostgreSQL)
- Strong background in design, and expert level skills with all Adobe applications

Experience

Barclay Loftus
1014 Hudson St,
Redwood City, CA 94061
(650) 248-9435
barclay@distinctPixel.com

May 2009 – April 2010: Senior Software Engineer : Crushpad

Crushpad, an urban winery in San Francisco, brought me on to lead the development effort for a number of new tech-based initiatives. My role was to lead a team of engineers to design and build these new applications.

- Lead a team to develop brixr.com: an interactive video-based wine tasting and e-commerce site using PHP (Zend framework), MySQL and the Magento platform for the storefront
- Integrated Brixr with a number of external systems including: Microsoft Dynamics for accounting, Vimeo and Watershed for video delivery and custom built tools for order sourcing and fulfillment
- Build a SOAP-based API for two way communication between the main Brixr site and the Magento storefront
- Redesigned and managed the implementation of Crushpad's client extranet (crushnet.com), a Drupal powered, data rich site where barrel making customers can watch, interact and manage their wine as it's being made
- Lead a team in developing a separate web application for affiliate wine sales and management
- Setup and managed SCM and deployment processes for the engineering team
- As the team lead, worked closely with junior developers to improve their skill sets: set up 1:1 code reviews, lead group discussions and encouraged better engineering practices

November 2007 – January 2009: Software Engineer : Renkoo, Inc.

Working within the social network applications arena, Renkoo's philosophy was that each engineer should completely *own* his or her application. This meant acting as the product person and deciding features and requirements, acting as the designer and producing all the visual design assets, as well as being the sole developer of the application and building it from front-to-back.

- Designed, and developed the Myspace Car Show application, from the ground up using JavaScript, OpenSocial and PHP/MySQL
- When it was in active development, Car Show was one of the top 40 most installed MySpace applications, the #1 automotive application, and was growing virally at a rate of 3-5k active users per day with *no* marketing
- Implemented image processing techniques for Car Show using PHP, ImageMagick, Memcache and Squid, allowing for user car images to be generated and cached in custom colors, with various accessories
- Revamped the UI and visual design for Booze Mail, a Facebook application serving millions of installed users, also did a complete refactor of the code
- Designed an implemented Booze Mail's *Booze Trivia* feature, in an effort to raise page views and application stickiness. Shortly after it's release average page views/user were up 3-4x and active session times skyrocketed

September 2005 – November 2007: Software Engineer : Presto Services Inc.

At Presto I was able to sharpen my skills as an engineer, doing much less visual design work, and focusing instead on UI, usability, and (most importantly) code. My role was to build the front end for most of the web applications.

- Designed and developed the main account management web application from the font-end, all the way database using C#/ASP.NET/MS SQL Server.
- Designed and built the online store. Since Presto was selling both a product and a service there was specific business logic for how items could be arranged in the cart
- Acted as a mentor for the webmaster helping out with implementation details for the corporate website

July 2004 – September 2005: Lead UI Designer : America Online

As part of an initiative to move more products from the AOL client to the web, my role was to work as the UI designer and developer for AOL's webmail. A secondary goal was to work with other UI designers to bring some of the webmail UI patterns to their designs.

- Designed a highly dynamic user experience for AOL webmail and AIM webmail, which serviced millions of users (JavaScript, C#/ASP.NET)
- Designed sophisticated CSS rules that took advantage of image-sprite techniques. This gave us the ability to easily skin the UI for the various brands (AOL, AIM, Netscape) by swapping out only a couple master images
- After launching the new webmail, AOL saw an impressive increase in general traffic, click through revenue, user session times, and user recirculation
- Worked as UI Lead for additional projects: My AOL, AOL Calendar, and AOL Favorites

July 2003 – July 2004: Lead Designer / Web Developer : Mailblocks

Working closely with engineering and marketing, my primary function at Mailblocks was to be involved with the entire look of both the company and the product. In July of 2004, America Online acquired Mailblocks, Inc.

- Worked on the award-winning Mailblocks 2.0, and 3.0 user interface (2004 DEMO "DEMOGOD" award, PC Computing "Best Webmail")
- Successfully designed and re-launched the mailblocks.com website which helped lead to a dramatic increase in customer acquisition
- Designed online and print ad campaigns, as well as other promotional materials

August 2001 – October 2002: Art Director : Agile Software

My role at Agile was two-fold. I was responsible for overseeing the design and development the various web properties, while also leading the design for branding, advertising, and collateral.

- Managed a team of in-house web developers, designers and copywriters
- Working with my team, we successfully designed and launched a new unifying corporate style including: whitepapers, datasheets, business systems and the corporate website
- Designed the creative for national print advertising campaigns
- Agile.com awarded "Forbes "Best of the Web 2002"

Prior Experience

April 2000 – June 2001: Lead Designer / Webmaster : eConvergent

January 1999 – April 2000: Lead Designer : PaigeWarner Communications

November 1997 – January 1999: Graphic Designer : InnoGenex

August 1996 – September 1997: Graphic Designer : Label Technology, Inc.