

# David Haynes

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## Objective

Creative Exploration, Direction and Technical Growth within all forms of Digital Media.

## Skills

Creative Direction, UX Design, UX Strategy, UX Research, IA, Project Management, Graphic Design, HTML, CSS, Multi-Layer CSS (LESS/SCSS), SEO, JavaScript, JQuery, AngularJS, Node, NPM, Gulp, Grunt, Compass, XML, JSON, D3/C3, Flash, ActionScript, PHP & MySQL.

## Software Experience

Axure, Figma, Sketch, Framer X, Adobe XD, Photoshop, Dreamweaver, Illustrator, Premier, After Effects, Flash, Windows Server 2016, Win (7, 10), Mac OS, Apache, MySQL Workbench, Sequel Pro, Sublime Text Editor, Visual Studio, SVN, GIT, CLI, PowerBI, MS Office Suite, Invision, Webflow, WordPress, Drupal, Teamsites (IW), PHPMyAdmin, X-Cart, ZenCart, CS-Cart, IPB, Google Maps API, MapBox, Mandrill, Basecamp, GitHub, BitBucket & JIRA.

## Experience

### **American Airlines – Creative Circle (Remote)**

Sept. '19 – Current

*Title: Contractual / UI/UX Consultant*

Duties include UX Design & Prototyping in Figma, HTML/CSS template build and integration within Oracle's Eloqua CMS for the American Airlines Latin America Marketing Campaign.

### **Antuit, Inc. (Remote)**

April '16 – June '19

*Titles: UI/UX Architect*

Duties included crafting the UI/UX for various SASS based solutions within Pricing, Supply Chain & Marketing industries. Working with Axure, Sketch, Adobe XD & Framer X for Rapid Prototyping / Wireframing, Design System Creation, Frontend development using Bootstrap 4, ongoing management, support and guidance for both onshore and offshore teams.

### **Premier SSG, LLC. (Remote)**

Aug '15 – Jan '16

*Titles: Contractual / UX Team Lead*

Duties included crafting the UI/UX for the Portico health exam Web App. Working in Axure for Rapid Prototyping / Wireframing, Frontend development using Bootstrap 3, JS, JQuery & Node.

### **Fossil – AIM Consulting Group, LLC.**

June '15 – Aug '15

*Title: Contractual / Lead WordPress Developer*

Duties included frontend development for the launch of the Tory Burch watch web site utilizing a custom WordPress theme built on Bootstrap, WooCommerce and Advanced Form Field plugins. Other duties included PHP/MySQL development, Image Service (PHP) integration and integration of translated content for the multilingual versioned site.

**XpressDocs, LLC.**

Nov '13 – April '15

**Title:** *Lead Web / UX Designer*

Duties included leading all UX Design & Research initiatives, development and management of various E-Mail Marketing & Auto generated templates, Micro Site Creation, WordPress Theme Creation & Management, Shopping Cart UX/UI Redesign, Image Editor UX/UI Redesign, Web Service Integration & Creation, QA/UAT, Minor PHP Code updates and general updates for corporate web presence.

**AtAuction / Always At Market, Inc.**

March '10 – Nov '13

**Title:** *Lead Web Designer / UX / Webmaster*

Duties included leading all UX Design & Research initiatives, development and management of all E-Mail Marketing Campaigns, Brand Site Marketing, Social Network Management, Storefront Management, Product Data modeling & feed analysis for Storefronts, WordPress Theme Creation, Brand Site Creation/Backend Platform development, management of all corporate web presences and management of both in-house and off-shore design and development teams.

**CMPDD (Remote / Freelance)**

Aug. '01 – Nov. 11'

**Title:** *Contractual / Web Design & Development*

Duties included Site Layout Design, Project Management, Team Management, HTML/CSS, JS, JQuery, PHP, MySQL development for a number of government and small town web sites.

**AA, Travelocity, Mannatech & TargetBase – TCG**

Feb. '09 – March '10

**Titles:** *Frontend Developer (AA) / Web Designer (TVL) / Project Manager (MT)*

Duties included development of the aa.com Newsroom, UI additions/bug fixes for Travelocity's "Orion" Site Management Console, Project Management (Team Lead) & HTML/CSS updates for Mannatech.com Multi-National Site Creation and e-mail template design for TargetBase.

**Get Legal / The Attorney Store**

Feb. '08 – Jan '09

**Title:** *Web Developer*

Duties included Site Layout Design using Photoshop and HTML/CSS creation for custom site builds. Also coded several custom WordPress themes and converted client sites to them.

**TM Advertising**

Aug. '07 – Jan '08

**Title:** *Contractual / Frontend Developer*

Duties included re-building the HTML & CSS for the Discover Card Network web site and the creation of several Verizon/Nationwide micro sites.

**Content Pilot, LLC.**

Aug. '06 – Jan '07

**Title:** *Contractual / User Interface Architect*

Duties included HTML/CSS & Minor .NET development for client sites and e-mail campaigns.

**RonJon Publishing, Inc.**

Aug. '00 – June '01

*Title: Multimedia & Web Developer*

Duties included Site Layout Design, HTML/CSS development & Flash Design for the corporate web presence as well as SelectTexas.com.

**Hulcher Services, Inc.**

July '99 – Aug. '00

*Title: Network / Computer Technician*

Duties included Tech Support, Site Layout Design & HTML development for the corporate site.

**Aurora Digital Studios (Remote / Freelance)**

1998 – Current

*Title: Owner / Director*

Duties include Creative Direction, Project Management, High Level IA, UX Design, UX Prototyping/Interaction Design, HTML, CSS, JS, JQuery, AngularJS, XML, PHP & MySQL, Flash & ActionScript Development, Ongoing Maintenance of Systems (Servers & Network.), Client Support & Ongoing Relations, Sales, Marketing & Promotional Strategies Development.

**Education****Lewisville HS**

1996 – 2000

High School Diploma – Class of 2000

**Certifications****Web Design Concepts, HTML 3.2 & 4.0**

2002 - 2010

Brainbench.com – ID: 3644302

**Achievements & Accolades****XpressDocs Q2/Q3 Quarter Launch Award**

2015

Online Image Editor - JS/JQuery/UX/Design

**CMPDD Accolade**

2007

Rankin EOC web site featured in Rankin County Newspaper

**CMPDD Accolade**

2006

City of Pelahatchie web site featured on WJTV News

City of Pelahatchie web site featured in Rankin County Newspaper

**Westwood Studios – Las Vegas, Nevada**

1999

Top 5 Webmaster Award (For Design of Gaming related web sites.)

**Portfolio**

My online portfolio can be found at [www.davidahaynes.com](http://www.davidahaynes.com).

## Key Experience

Below is a list detailing my key competencies and experience I bring to the table.

- Platform agnostic, can work on either a MAC or PC.
- Extensive UX Design & Prototyping Experience using primarily Axure but also Figma, Adobe XD, Sketch, Framer X and sometimes Adobe Illustrator or Photoshop.
- Extensive experience in Design for web sites, banners, e-mail, logos and flash
- Extensive experience in UI for the web, mobile, social media and e-mail marketing
- Directed design and development teams in both freelance and corporate environments, typically working with upper Management and/or Executive Staff) in translating business requirements into technical requirements and design documentation
- Provided analysis and ways to improve overall UX based upon User analytics provided from both Google Analytics and internal report systems
- Key role in recommendations of new Marketing Initiatives & Strategies for various Brands throughout most every position held
- Key technology, library and framework competencies include; HTML5, CSS3, JS, AJAX, JQuery, JQuery Mobile, AngularJS, Bootstrap, XML, JSON, PHP, MySQL
- Solid understanding of GIT and the Command line.
- Great working knowledge of various JavaScript Package Managers and Deployment Tools such as Grunt, Gulp, Bower, Composer, Flightplan, etc.
- Experience in Brand lifecycle management from conceptualization, design, front end development, backend development all the way to QA and launch, aka "Brand DNA"
- Name Brand development experience: Discover Network, Verizon Superpages, Nationwide, Travelocity, American Airlines, AAFES, Market America / Shop.com
- Over 10 years experience in e-commerce design & development working on sites as large as AAFES, AtAuction.com and Shop.com. Knowledge with off the shelf e-commerce packages such as Zen Cart, Magento, X-Cart, etc. Deep knowledge of data modeling and feed setup for listing and selling product on Amazon, Newegg, SEARS.com, Nextag, Pricegrabber, etc
- Played a key role in the development, management and launch of 14 International web sites for the Mannatech brand via Teamsites (IW) CMS
- Development and documentation for company Wikipedia and Style guides
- Experience in IDE's such as PHP Storm, Visual Studio and Eclipse
- Experience with REST (example: implementing various Restful API such as FB Registration, JSON Update Feeds or writing a custom XML files.)
- In-depth knowledge of current SEO trends & SEM tactics, consistently up to date with latest Search Engine algorithm updates
- Copy Writing experience, namely tweaking/adjusting copy for various client or brand sites to better reflect the brand and for improved user consumption
- Creative Writing experience with opinionated articles, several have been Slashdotted and have produced high value SEO for target audience
- Multimedia / Video Creation & Editing using Adobe Premier for various Online Series via YouTube (gamerzunite.com, carmod.net, etc.)