

## Daniel Watts

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### Senior Web Developer

*Contribute to resourceful, high-performance web solutions that meet user and stakeholder needs*

- **Dedicated web developer** with nearly 20 years of experience in enterprise web applications, eCommerce and digital media technologies.
- **Creative technologist** skilled at designing and developing end-to-end web projects to be accessible, scalable, secure, and maintainable.
- **Quality engineer** and champion of *TDD, BDD, OOP, OOD* and other software industry best practises.

### Development Methods & Tools

Agile Development Methodologies | Test Driven Development | Object-Oriented Design & Development

Technologies (*full list on request*):

PHP, HTML5, CSS3, JavaScript, AJAX, jQuery, MySQL, Git, GitHub, WordPress, JSON, SASS, XML, JSP, AWS, S3, EC2, RDS, CloudFront, ActionScript, Web Services, Analytics, Tracking Pixels, Zend, REST, SOAP, SVN, Bash, FTP, SCP, VIM, W3C validation, Flash, Adobe Creative Suite, Apache, Mac OS, Win, Linux

### Experience

**Senior Web Application Developer**, 9/17 to 7/19 | *Sounds True* | Louisville, Colorado

Principal developer for custom-built online courses and events platform; managed online media delivery infrastructure; trained and mentored junior devs; practiced and promoted *Agile* methodologies; advocated for industry standards.

- **Led development for an online course platform**; custom front-end *JavaScript/AJAX* framework single-page app; *LAMP* back-end stack on *AWS EC2* and *RDS*; *WordPress* admin for course creators; token-based *oAuth* via a *Magento v.1 REST API* for customers.
- **Developed a migration app** to move over 100 courses and 130,000 user accounts to a new platform; used by front-end developers allowing them to own the migration and relaunch process.
- **Engineered a schedulable multi-video delivery player** with *JavaScript/AJAX, AWS S3* which automated a previously manual broadcast process saving an average of 40-50 hours per month.
- **Collaborated on an Agile team** which included requirements gathering; story creation and sizing; code reviews; deployments; documentation; production support.

**Web Application Developer**, 1/11 to 9/17 | *Sounds True* | Louisville, Colorado

Led the front-end development team, later joined the back-end team; developed ecommerce sites, enterprise web applications, funnels and microsities; designed and managed online media delivery and live broadcast systems; participated in *Agile* and *Waterfall* development.

- **Developed multiple enterprise web applications** including an *API-driven Audio Course*; *Live Chat and Message Queue*; *WordPress Blog Aggregator and Importer* for *Magento v.1*; *Media Assembler for Mobile Apps*;
- **Implemented a company-wide online media management system** which allowed for massive automation and process improvements, saving roughly \$120,000 annually; built with *JW Platform, AWS S3, and JavaScript/AJAX*; delivered over 30TB/month of adaptive streaming to all *Sounds True* online properties.
- **Built over 200 web pages, microsities and UIs**; fully-responsive; semantic; cross-browser compatible; *W3C* compliant.

- **Replatformed three major systems** including two ecommerce sites and a course platform.
- **Generated \$40,000 a year in unexpected revenue** by conceptualizing and launching a radio app which introduced customers to new content.
- **Implemented and managed a live RTMP streaming video broadcast system**; end-to-end; supported over 30,000 concurrent users; built with *HTML5, JavaScript, PHP, Cassandra DB, JW Player, AWS, Akamai*, and *BitGravity*.
- **Developed a fully-responsive theme for Magento v.1** with *HTML5, CSS3* and *SASS*.

#### **Web Developer**, 7/06 to 1/11 | *Sounds True* | Louisville, Colorado

Developed multiple ecommerce web solutions; managed email marketing; helped grow *Sounds True* from a small audiobook publishing company into an enterprise-level online retailer and educator.

- **Launched the first digital product for Sounds True**, a custom-built online audio download store in partnership with *learnoutloud.com*, monetizing existing audio assets.
- **Created the first live online video broadcast for Sounds True** featuring the company's top author, Eckhart Tolle, in partnership with *Modavox*.
- **Developed front-end code for over 60 web pages**, emails, and platforms including a highly customized instance of the *Java*-based *KonaKart* ecommerce store; a custom-built *Java*-based online course platform; and a customer account *Digital Library UI*.
- **Built multiple web apps and services** with *PHP, JavaScript/AJAX, HTML*, and *CSS* including an *Email Subscription Management UI*; *Pay-Per-Click/User Analytics Tracking Tool*; *Timed-Access* pages for live events; back-office *Digital Product Management Tool*.
- **Managed B2C and B2B email marketing campaigns**; developed and delivered 3-4 emails per month to over 100,000 using *Constant Contact* and *MailChimp*.
- **Increased email revenue by nearly 10%** by testing new features like an *add-directly-to-cart* button.
- **Cut time for course design implementation by nearly 20%** by introducing pre-sliced *Photoshop* templates and automating image asset delivery.

#### **Web Developer, Graphic Designer**, 2002 to 2006 | *TinkerMedia* (Freelance) | Portland/Seattle/Boulder

Founded and independently managed this full-stack web development and media design business which grew to support over 20 small business and independent clients, many of them long-term and repeat customers.

- **Landed the company shot2go into the European market** by completing a rush job on package design which allowed the company to win a lucrative contract with retail giant *Tesco*.
- **Built and launched over 20 websites** using *PHP, JavaScript, Flash, HTML4, CSS2, CGI, Webforms* and *ActionScript* on shared *LAMP* stacks run with *CPANEL*.
- **Designed print graphics** for magazine and newspaper ads, product packaging, album covers, posters, flyers, t-shirts, and a variety of other media.

#### **Flash Developer, New Media Designer**, 2002 to 2001 | *Zeitgeist Design* | Boulder, CO

Designed and developed websites, site-intros, 3D animations, digital ads, presentations and other *Rich Internet Applications* with *Flash* and *ActionScript*; collaborated with clients and creative director.

- **Redesigned the company website** to be 3D, *Flash*-based and fully-interactive; featured new and experimental tech and demos; led directly to acquiring new clients.

#### **Illustrator, Junior Designer**, 1999 to 2000 | *E-Vitro / DigitalMed (Tenet Healthcare)* | Boulder, CO

Designed digital illustrations and *Flash* animations for online college-level medical courses. Acquired by *Tenet Healthcare* in 2001.

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### Education

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#### **A.A.S. in Computer Animation** (with honors) | *Colorado Institute of Art* | Denver, CO

Awarded best graduating portfolio (Portfolio Par Excellence)