

# David Haynes

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## Objective

Creative Insight, Project Direction and Technical Growth throughout New Media/IT.

## Skills

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

## Software Experience

MS Office Suite, Adobe Photoshop, Dreamweaver, Illustrator, Premier, Flash, Win Server 03/08, Win (XP, 7, etc.), Mac OS, Apache, MySQL Workbench, Sequel Pro, Sublime Text Editor, Visual Studio, SVN, GIT, Command Line (Light) & Axure

*Web Application:* Teamsites (IW), PHPMyAdmin, WordPress, Joomla, Drupal, X-Cart, ZenCart, CS-Cart, Invision Power Board, Basecamp, JIRA and several proprietary CMS.

## Experience

April '16 – Current

### **Antuit, Inc.**

*Titles: UI/UX Architect*

- High Level IA, UX Design, UX Strategy Architecture (Axure, Photoshop, etc.)
- Creative Direction / Graphic / Brand Creation
- HTML5 / CSS (LESS, SASS, Bootstrap, etc.) Development
- Responsive & Mobile Web Optimization Development
- JavaScript, JQuery, AngularJS, D3 (For Data Visualization) Development
- Node/NPM (CLI), Grunt, Gulp, Bower, Composer, etc.
- Duties include User Experience / User Interface creation of various SASS solutions for Pricing, Supply Chain and Sales & Marketing within a variety of industries. Working with Axure for Rapid Prototyping / Wireframing, Frontend development, ongoing support and guidance for both onshore and offshore teams as well as translating retail business logic on a daily basis.

Aug '15 – Jan '16

### **Premier SSG, LLC.**

*Titles: Contractual / UX Team Lead*

- Creative Direction / App Design / Graphic Design / UX / IA
- HTML5, CSS (LESS), JavaScript, JQuery, JSON, Node.js, Axure
- Project Management & Organization Duties
- Duties included UX Design & Frontend development of the Portico health exam application. The first portion of the project was spent creating rapid prototypes for the application itself and then later developing the Frontend code (Bootstrap frontend with custom JS/JQuery/Node dev) to make it work. Collaborated with another Developer who mainly focused on the backend Node.js code and setup.

June '15 – Aug '15

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

*Title: Contractual / Lead WordPress Developer (Fossil)*

- HTML5, CSS3, JavaScript, JQuery, JSON, PHP, MySQL
- Project Management & Organization Duties
- Duties included frontend development for the launch of the Tory Burch watch Press Materials web site utilizing a custom WordPress theme built on Twitter Bootstrap, WooCommerce and Advanced Form Field plugins. Other duties included light PHP/MySQL development, Image Service (PHP) integration and integration of translated content for multilingual based versions of the site.

Nov '13 – April '15

**XpressDocs, LLC.**

*Title: Lead Web / UX Designer*

- Creative Direction / Web Site Layout Design / Graphic Design / UX / IA
- HTML5, CSS3, SEO, JavaScript, JQuery, XML, JSON, PHP, JAVA, MySQL
- UX Team Direction, Project Management & Organization Duties
- Duties included design, 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 management/general updates for corporate web presence.

March '10 – Nov 13'

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

*Title: Lead Web Designer / UX / Webmaster*

- Creative Direction / Web Site Layout Design / Graphic Design / UX / IA
- HTML5, CSS3, SEO, JavaScript, Flash, AS2/3, XML, PHP, JAVA, MySQL
- Development Team Direction, Project Management & Organization Duties
- Duties included design, development and management of all E-Mail Marketing Campaigns, Brand Site Marketing, Social Network Management, Storefront Management, Product Data modeling & feed analysis for Storefronts, Brand Site Creation/Backend Platform development, management of all corporate web presences, mobile site development (responsive/adaptive techniques) and direction of both in-house and off-shore design and development teams.

Feb. '09 – March '10

**American Airlines, Travelocity, Mannatech & TargetBase - Creative Group**

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

- Graphic Design, HTML, CSS & JavaScript Development
- Project Management & Organization Duties
- Implementation via Teamsites (IW)
- Duties included development of the aa.com Newsroom, UI additions/bug fixes for Travelocity's "Orion" Site Management Console, Project Management & HTML/CSS for Mannatech.com and e-mail template design for TargetBase.

Feb. '08 – Jan '09

**Get Legal / The Attorney Store**

*Title: Web Developer*

- Web Site Layout Design / Graphic Design
- Project Management
- HTML, CSS & JavaScript Development
- Duties included design, development and maintenance of client web sites.

Aug. '07 – Jan '08

**TM Advertising**

*Title: Contractual / Frontend Developer*

- HTML, CSS & JavaScript Development
- Primary role included re-building the HTML & CSS of the Discover Card Network web site and the creation of several Verizon/Nationwide micro sites.

Aug. '06 – Jan '07

**Content Pilot, LLC.**

*Title: Contractual / User Interface Architect*

- HTML & CSS Development
- UI Edits of ASP.NET code
- UI Coding of various Dynamic and Static web sites as well as a number of e-mail templates for various marketing campaigns.

- Aug. '01 – Nov. 11' **Central Mississippi Planning & Development District (CMPDD)**  
**Title:** *Contractual / Web Design & Development*
- Creation & Maintenance of Agency Internet Presence
  - Creative Direction / Web Layout Design / Graphic Design
  - HTML, CSS, JavaScript, Flash, ActionScript, XML, PHP & MySQL
  - Ongoing contractual work for various small government agencies & towns
- 1998 - Present **Aurora Digital Studios**  
**Title:** *Owner / Project Director / etc*
- Project Management (From point-of-sale to delivery.)
  - Creative Direction / Web Layout Design / Graphic Design / Print Design
  - HTML, CSS, JavaScript, JQuery, AngularJS, XML, PHP & MySQL
  - Flash & ActionScript Development
  - Ongoing Maintenance of Systems (Business CPU, Client Server & Network)
  - Client Support & Ongoing Relations
  - Sales, Marketing & Promotional Strategies Development
  - Experience with more than 500 web projects over a 15 year span.
- Aug. '00 – June '01 **RonJon Publishing, Inc.**  
**Title:** *Multimedia & Web Developer*
- Maintenance of Corporate Internet Presence
  - Web Layout & Graphic Design, HTML Development & Flash Creation
  - Multimedia cross-platform CD Creation
  - Design & Development of SelectTexas.com (For Middle School Book)
- July '99 – Aug. '00 **Hulcher Services, Inc.**  
**Title:** *Network / Computer Technician*
- Creation & Maintenance of Corporate Internet Presence
  - Technical Support / Computer Hardware Technician
  - Web Site Layout Design, Graphic Design & HTML Development
- 1996 – 2000 **Education**  
High School Diploma – Class of 2000  
Lewisville High School – Lewisville, Texas
- 2002 - 2010 **Certifications**  
Web Design Concepts, HTML 3.2 & 4.0 Certified | Brainbench.com – ID: 3644302
- 2015 **Achievements & Accolades**  
XD Q2/Q3 Quarter Launch Award (Online Image Editor - JS/JQuery/UX/Design)
- 2007 Rankin EOC web site featured in Rankin County Newspaper – Rankin County, MS
- 2006 City of Pelahatchie web site featured on WJTV News – Jackson, MS  
City of Pelahatchie web site featured in Rankin County Newspaper – Rankin County, MS
- 1999 Top 5 Webmaster Award (For Design of Gaming related web sites.)  
Westwood Studios – Las Vegas, Nevada
- Portfolio**  
My online portfolio can be found at [www.davidahaynes.com](http://www.davidahaynes.com) under “**The Work**”.

## Key Experience

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

- Platform agnostic, can work on either MAC or PC.
- 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 for future projects workflow
- 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, Buy.com, 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 file that pulls an MP3 from a remote server into a local Flash player.)
- 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