Justin Grady

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Web Development Profile

Web developer, project manager, and digital strategist with over fifteen years in media and creative agency experience primarily working in Bend, Oregon and Phoenix, Arizona. Well versed in the full LAMP stack, javascript libraries, and coding to the latest web standards using modern tools. I look to build great web applications to assist in building businesses.

- Efficient and well documented web coding to modern standards (OOP, MVC)
- Strong strategic web content development
- Strong project management skills
- Proficiencies: Git, React, jQuery, PHP, Javascript, AWS management, Saxotech, Agile, Scrum, Nginx, API (Rest) development, Subversion, Sass/SCSS, Gulp, Grunt, CSS3, HTML5, MySQL, MariaDB, Google DFP (360), CodeIgniter, Wordpress

Experience

CR3 Digital LLC, Bend, OR (10/15 - present)   cr3digital.com

Founder of CR3 Digital LLC and web developer specializing in news media and e-commerce web development. Clients include Crain Communications based out of Detroit, working with a New York City based team. Work with Crain includes maintaining and developing new products for four specialty news websites. Work includes content structure work, article and specialty data migrations, database work, and entire site builds. For E-Commerce development I work with Hitchsource, a Hood River Oregon based client for which I recently performed and entire website reskin and redesign for responsive and mobile functionality. Work also includes building out new custom functions to assist and revenue generation. Technology used overall is the LAMP stack, Ngninx proxies, React, custom build javascript, and AWS.

Western Communications / The Bulletin, Bend, OR (09/06 – 08/15)
bendbulletin.com

Senior Web Developer: Web developer working integrating several online content management systems. Development environments in PHP, Perl, Javascript (including jQuery), and proprietary news management systems (Saxotech/Publicus and DTI Caché Objectscript). Specialties include interactive Google map API development, XML parsing for data manipulation, data migrations, building caching engines, PHP CMS systems such as Joomla and Wordpress, and integration of applications across divergent systems. Web software environments include Publicus, Joomla, Wordpress, OpenX (Revive Adserver), and DTI. Frameworks used stand alone projects and data parsing include CodeIgniter (PHP) and SimplePie (PHP), and also a combination of the two for enhanced application flexibility, extension,

and reliability. Work with in-house hosting environments as well as site migrations over to Amazon AWS, with the proper buildout for speed and scalability. Leader in project management and web strategy.

DCS Politics, Washington, DC (01/06 – 09/06)
dcspolitics.com

Web Developer / Production Manager: Managed all incoming and prospective web development work for web team, including one designer, and one developer besides myself. Responsible for working with others on strategy, information architecture/wireframes, design, and production schedule, and production itself. Develop all sites in Joomla or Drupal CMS to fit client needs. Work with designer on managing House of Representatives client sites in IIS/ASP environment. Have developed and maintained several sites including developing and customizing website features through the use of Joomla off the shelf PHP modules, or coding new modules to work with the Joomla Content Management System.

Community Change, Washington, DC (09/04 – 12/05)   communitychange.org

Web Development Manager: Managed four website properties, two sub-sites, "Get Active" online advocacy system, and one intranet. Managed, installed, and modified new intranet using open source software which includes content management system, file management, and secure user logins. Launched "Get Active" online advocacy system (ASP model) which included building custom pages and e-mail designs. Work across the organization on design and strategy for all outgoing mass e-mails and advocacy campaigns. All websites coded using LAMP and CSS.

IT/Telco (interim IT Director): Serviced internal and field staff IT needs. Includes hardware management of desktops, laptops, mobile phones, internet connectivity, and printers. Worked with Director of IT during office to implement Cisco IP Telephone system and redesign data network. Managed project and affiliated vendors until project completion. During maternity leave of IT Director, was the interim IT Director and managed all IT staff, finances, and projects.

Curiosity Group, Portland, OR (05/03 – 05/04)

Project Coordinator: Assisted account manager and content manager as part of Hewlett-Packard Home of Home Office (HHO) team in a project management role. Managed cross-team (other HP creative agencies, HP Newsgram e-mail service, and with HP HHO team) calendars and schedules consisting of creative projects and article and copy creation. Managed monthly content for two major portions of HHO website including editorial direction, copy review, image development, and dependency coordination.

Successfully launched and managed new article and creative projects development with internal creative team and editorial staff meeting all creative and budgetary goals.

Camera World, Portland, OR (07/97 – 04/98)

E-Commerce Marketing Manager: Researched, planned, and purchased online media space on targeted internet properties. Negotiated with MSN, AOL, Infospace and smaller online entities for effective media buys. Established and managed affiliate marketing program which recruited

several thousand affiliate sites; program overall obtained the best return on investment of all online advertising initiatives. Coded and coordinated bi-weekly newsletter e-mails and programmed articles to appear on the cameraworld.com website.

Website Producer: Led web development team for e-commerce website. Facilitated the production and programming of merchandising, marketing, and internal web projects and site improvements. Upon re-launch of cameraworld.com site performed usability study to improve site navigation and performance, and worked with outsourced usability agency to facilitate another study. Summarized results for a faster and more usable site. Redesigned online checkout process to improve purchase conversion ratio.

Proficiencies and tools

• End-to-end LAMP (Linux, Apache, MySQL, PHP) architecture. From server setup to final web content polishing
• MySQL and MySQL command line
• Git and Github, all projects managed through Git when possible
• Amazon AWS Server setup, database and application server abstraction
• Use of modern methods of markup of HTML5, Sass/SCSS, and Responsive Design
• Nginx caching proxies, cache management and rules
• Bootstrap 3/4 (usually paired with SASS CSS compilation using Gulp or Grunt)
• Wordpress HTML5 responsive themes
• Installation and management of Open Source CMS systems (I.E. Wordpress, Joomla)
• Object oriented programming, using functional markup when needed for quick fixes or very small tasks
• Mailchimp e-mail newsletter management, data, segments, lists, delivery and metrics
• Shopping Cart installation and configuring payment gateways (PayPal Payflow Pro, others)
• Medium level graphic design; Adobe Photoshop and Illustrator manipulation and optimization
• Effective Search Engine Optimization techniques, copywriting, and HMTL markup methods

references on request
View full portfolio, background, and Git Repository at justingrady.com