

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 working in Bend, Oregon, Phoenix, Arizona and the East Coast. 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.

- Strong strategic web content development
- Strong project management skills
- Proficiencies: Git, React, Vue.js, jQuery, PHP, Wordpress with ACF custom fields, Javascript, AWS management, Saxotech, Agile, Scrum, Nginx, API (Rest) development, Subversion, Sass/SCSS, Gulp, Grunt, Webpack, CSS3, HTML5, MySQL, MariaDB, Google DFP (360), and CodeIgniter

Experience

Ideas Collide, Scottsdale, AZ (06/19 - 02/20)

ideascollide.com

Web Developer: Web Developer at one of Arizona's leading digital marketing and development agencies. Work includes national and Arizona based clients such as Best Western Hotels, Paul Mitchell, and Banner Health. During this tenure, advised the Digital Director and team on improving Git and code workflow practices to improve code quality, ensure stable production code, and build fallback procedures if there were to be production site issues. Sites built using AWS Cloud 9 IDE, a Wordpress based CMS with custom plugins added on, using the Zurb CSS framework, and with automated task runners for CSS (SCSS) and javascript.

Crain Communications, Detroit, MI, New York, NY (remote based) (05/16 - 07/19)

crain.com

Web Developer: Web Developer on a remote based team with members in NYC, Tampa, and Detroit. Work included new product development and site maintenance on several Crain properties such as [Modern Healthcare](#), [Pensions and Investments](#), [Investment News](#), [Tire Business](#), [Crain's Chicago Business](#), and [Crain's New York Business](#). All aspects of the web product were touched, back and front end, custom shopping carts for new product, and an automated email delivery system. Key work included a complete migration of the website advertising platform to Google DFP (Google 360) from a legacy product and extensive Brightcove video API updates. Daily work for new product and maintenance included a daily standup adhering to the agile/SCRUM workflow using the Atlassian JIRA and Bitbucket product set including thorough code review, QA, and User Acceptance Testing. Most codebases used the Naviga Saxotech backend language with custom html and SCSS front end; all code was managed using Git repositories.

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 an 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, Nginx 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 the 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 a 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

email designs. Work across the organization on design and strategy for all outgoing mass emails 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)
- Zurb Foundation
- Wordpress HTML5 responsive themes
- Wordpress headless setup
- 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 email 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 HTML markup methods
- ADA compliance audits and alterations

references on request

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