

David S. Pate

214 Tuxworth Circle
Decatur, GA 30033

E-Mail: david@davidpate.com

LinkedIn: www.linkedin.com/in/davidpate

Resume Site with Online Portfolio: www.davidpate.com

Summary

Senior Web Developer with nineteen years of Front-End Internet development experience in a wide variety of business applications. Seasoned User Experience Architect who understands Accessibility, UI Design, Analytics, Social Media, Information Architecture, Search Engine Optimization, Mobile Device Site Development, and Content Internationalization. Interested in obtaining a challenging Web development position with the opportunity for growth and greater responsibilities based upon demonstrated performance. Perpetually interested in learning new technologies, methodologies, and development tools. I take great satisfaction in cultivating a reputation for providing solutions.

Development Skills

Authoring

HTML5, CSS3, JavaScript and JavaScript libraries, such as JQuery and JQuery Mobile. JavaScript frameworks, such as Backbone. API Integrations.

Web Application Development Tools

Adobe Creative Suite, including PhotoShop, Illustrator, Flash, and Dreamweaver. MicroSoft's Expression Studio Ultimate (particularly SketchFlow) and Visual Studio 2010. Version controls ClearCase, Perforce, Visual SourceSafe, Subversion, and Git. Agile scrum management tools Hansoft and VersionOne. Open-source PHP Content Management Systems Subdramer and Drupal. .NET CMSs Umbraco and YetAnotherForum.

Experience

Senior Rich Media Developer for Hipcricket

August 2013 – Current

- Using HTML5, CSS3, jQuery and other javascript libraries, and following Responsive Design principles, developed Rich Media Advertisement SPAs for mobile devices, featuring engaging games, informative data feeds, and entertaining media presentations.
- Developed responsive mobile Web sites for a variety of clients such as IKEA, Ford, Disney, Nissan, and General Electric.
- Ensured proper tracking of user interaction via a variety of tracking technologies including Google Analytics, Doubleclick, and Hipcricket's Snowplow.
- Collaborated with creative resources to design SPA logic and functionality that met the business goals of the client while ensuring an effortless user experience.
- Leveraged a variety of APIs, such as Google Maps API (v3), to provide relevant, real-time data to users as defined by client needs.
-

Senior Web Developer for Case-Mate

June 2012 – August 2013

- Designed, developed, and maintained domestic and international eCommerce sites utilizing ShopVisible and Magento. Technologies employed include JavaScript and jQuery.
- Maintained both HTML5/Backbone and Flash versions of Case-Mate's custom mobile device case creation application.

**Senior Internet Development Consultant for Coca-Cola
November 2011 – March 2012**

- Doing business as Tasanova Inc., consulted on the Innovations Team of Coca-Cola's Global IT division.
- Created mobile web applications using HTML5, CSS3, JSON, and JavaScript (including jQuery and jQuery Mobile libraries) on Netvibes' Universal Web Application framework.
- Contributed to a Coca-Cola internal dashboard of applications, company resources, and user-defined content feeds developed for the desktop, iOS devices such as the iPhone and iPad, Android, and BlackBerry.

**Senior Web Developer for CCP Games / White Wolf
February 2010 – December 2011**

- Designed, developed, and maintained .NET websites targeted to players and potential players of White Wolf and CCP Games properties using the Umbraco and YetAnotherForum systems..
- Designed, developed, and maintained the EVE Online Store, built on AbleCommerce.
- Designed and developed marketing site for the video game DUST 514 utilizing the Team Foundation Server framework, the Umbraco CMS, and the Kanban development methodology.
- Designed and developed dual-purpose sites providing current players a forum for interaction as well as marketing to potential players the thrill of role-playing games such as Vampire the Masquerade and other White Wolf offerings.

**User Experience Architect for OfficeArrow.com
April 2008 – January 2010**

- Designed, developed, and maintained user interfaces to officearrow.com, a social networking site catering to the interests of office professionals and small business owners, as well as ancillary sites and email/newsletter campaigns.

**Internet Developer for InterContinental Hotels Group
June 2005 – April 2008**

- Designed, developed and maintained user interfaces to IHG Web applications using XHTML, CSS, JavaScript, Flash, and JSP. While there, the reservations system hit a daily gross revenue high of \$9.8 million.
- Participated in the systems design, implementation, deployment and maintenance stages of the software development lifecycle for many projects which employed both Waterfall and Agile development methodologies.

**Implementation Producer for CoxSearch
November 2003 – February 2004**

- Responsible for the construction of the user interface of a localized search tool that is designed to provide information, including maps and directions, to products and services to be found in the Atlanta area.

**Multimedia Developer / Writer for Six Continents eLearning
April 2002 – June 2003**

- Conceived and designed online eLearning courses based on collaborations with trainers and with an understanding of the multicultural international audience.
- Created Flash applications that instructed users in a variety of service issues and tested them on topic comprehension.

**Senior Internet Application Developer for Stardata Technologies, Inc.
January 2001 - October 2001**

- Developed front-end GUI of schoolSERVER, a Java-based Student Information Management System.

**Web Development Manager for National Electronic Attachment, Inc.
June 1999 - October 2000**

- Designed and developed the FastAttach Web site, the DentalClaim.com Web site.

Web Master for CNN Interactive
September 1996 - June 1999

- Managed the daily technical operations of the political news branch of CNN Interactive, AllPolitics.com.
- Created many in-depth self-contained news web sites under the CNN Interactive masthead.

Education

Master of Arts in English Literature
Clemson University, 1993

Bachelor of Arts in English
Carson-Newman College, 1991