

Doug Cross

Strategic Technologist Implementing Design Patterns To Build Better Experiences | Front-end Developer | User Interface / User Experience Design

Email: doug@dougcrossdesign.com | **Website:** dougcrossdesign.com

EXPERIENCE

AYC Media, Conshohocken, PA
— *Front-end Development, Director/Lead Developer*

AUGUST 2017 - PRESENT

PREVIOUS ROLE: Senior Front-end Developer, MAY 2017 – JULY 2017

- Guiding the development team responsible for the user interface and experience design of sites, applications, and portals driven by proprietary content management systems.
- Producing all project estimations and strategic philosophy for the modular front-end methods.
- Recruiting proven talent and nurturing new skills while developing engaging digital experiences alongside team members.
- Accelerated workflow efficiency by 15% by standardizing components and pattern libraries adopted across the production process.
- Spearheaded the introduction of web accessibility principles to educate key stakeholders on the discussion of WCAG guidelines and establishing new services and products for our clients.

Clients: Comcast Spectacor, Marriott International, Anheuser Busch, Crown Imports, Veratad, NYC Hospitality Alliance

Janssen Pharmaceutica, Titusville, NJ
— *Front-end Developer & UI Designer*

SEPTEMBER 2015 – MAY 2017

- Collaborated with a team of eight developers and Client Partners to produce visual and technical assets to execute marketing strategies for at least ten brand name medical advancements over two focus areas.
- Contributed to the design, development, and maintenance phase of website and application projects.
- Adhered to the rigorous requirements of the approval process for pharmaceuticals that dictate specific standards for creative delivery.

Brands: Concerta, Darzalex, Invokana, Remicade, Simponi, Sylvant, Topamax, Xarelto, Yondelis, Zytiga

GitHub:

github.com/DougCrossDesign

Codepen:

codepen.io/DougCrossDesign

EDUCATION

The College of New Jersey,
Ewing, NJ — *Bachelor's of Fine Art, Graphic Design*

MAY 2013 | GPA: 3.8

AIGA TCNJ, Kappa Pi Art Honors Society

CODING LANGUAGES & TECHNICAL KNOWLEDGE

HTML, CSS, styling

preprocessors: SASS, LESS

Javascript: ES6, jQuery, React

Responsive design: CSS Grid, Flexbox, Frameworks

Principles and Implementation of Web Accessibility (WCAG 2.1)

Cross-browser debugging and device compatibility quality assurance

Command-line tools: Node Package Manager (NPM), Task Managers: Grunt, Bower

Version Control: GitHub, Bitbucket

Data Analytics & SEO: Google Analytics, Tag Manager, DoubleClick Studio Certified

CREATIVE SKILLS

User Experience: Creating sitemaps, wireframes, user flows, formulating personas

User Interface Design: Producing visually appealing

CONTINUED EXPERIENCE

Design 446, Manasquan, NJ — *Web Developer & Designer*

JUNE 2013 – SEPTEMBER 2015

- Designed and executed creative aspects of advertising programs for a diverse group of national home builders and lifestyle brands.
- Developed and launched at least five responsive websites each quarter encompassing trending facets of usability, search engine optimization, and registration capture.
- Strategized ways to increase user engagement through combined solutions of email marketing campaigns launched daily, publishing applications leveraging social media platforms and updating public relation blogs weekly.

Clients: K. Hovnanian Homes, Ryan Homes, iStar, YMCA of Ocean County, Hope Sheds Light, American Properties

Ryan James Agency, Hamilton, NJ — *Digital Designer*

DECEMBER 2012 – JUNE 2013

- Partnered with the Creative Director to implement disruptive marketing strategies for a variety of lifestyle and hospitality clientele located in New Jersey and New York City.
- Responsibilities encompassed programming and maintaining landing page and websites, orchestrating brand-driven email campaigns, and monitoring social media accounts while engaging with social media followers.

Clients: Tommy Hilfiger, Millennium Hotels, Elements, Blue Raccoon, Multipet, Old York Cellars

Sodexo, Ewing, NJ — *Visual Designer*

SEPTEMBER 2011 – MAY 2013

- Consulted institutions' marketing team in strategic methods and facilitated the design of advertising concepts for multiple restaurant locations across regional campuses.
- Planned and implemented monthly themed events that would engage college students at regional universities.
- Deliverables included the production of branding for new restaurant concepts, layouts for media placement, digital menu signage displays and social media posts.

Solutions prominently used on the campuses of: The College of New Jersey, Montclair State University, Saint Peter's University, Stevens Institute of Technology and University of the Sciences

layouts and mockups

Branding: Developing identity systems

SOFTWARE & PLATFORMS

Mac OSX and Windows

Adobe Creative Cloud

Sketch and Invision

SiteImprove

Google App Suite and
Microsoft Office Suite

Marketing Platforms:

MailChimp, Drip, Salesforce,
HootSuite, Facebook SDK,
Twitter API, Instagram APIs

REFERENCES

**Brian Stern, Creative
Director, Design 446**

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**Dennis Ehrhardt, Lead
Developer, Design 446**

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**Ryan Csolak, President, Ryan
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**Gene Underwood, Marketing
Consultant, Bluest Sky**

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