

David Gowrie

Front-End Developer, UI/UX Engineer, Team Lead

www.webmodia.com/portfolio
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Accomplished front-end engineer and tech stack lead

specializing in crafting scalable and robust web solutions with modern, open web standards. Leveraging my comprehensive knowledge of best practices, keen eye for design, and a holistic understanding of the web landscape and its inherent complexities, I am focused on the pragmatic application of emerging technologies in the development of modular front-end architectures and highly usable interfaces.

I am motivated by boundless curiosity and a dedication to learning, embracing opportunities to implement new ideas and techniques to solve real-world problems for businesses, end users and developers alike.

I passionately work to make the web better for all.

- **15+ years of engineering** websites and applications for enterprise clients such as Nikon, Coca-Cola and ELLE.
- **Stack leader, strong individual contributor**, proficient in all areas relating to front-end architecture.
- **Increased conversions by 30%** in three months at Totsy, leading front-end team in performance-focused redesign.
- **Founded WebModia, a one-man web studio** with a portfolio of award-winning work.
- **Peer-recognized expertise** in coding elegant and maintainable HTML / CSS / JavaScript components.
- **Multidisciplinary web professional bridging the gap** between design and development, technical and business.
- **Demonstrated ability to assess solutions**, appropriately balancing user advocacy, new tech adoption and output.
- **Cultivated excellent working relationships** with clients and colleagues, earning a reputation for diligence, reliability and consistent high-quality delivery.

Core Competencies

HTML5
CSS3 / Preprocessors
JavaScript / ES6
PHP

Web Standards
Cross-browser Compatibility
Scalable and Modular CSS
Component-Based Architectures
Mobile-First Responsive Design
Progressive Enhancement
Performance Optimization

UI Design Patterns
UX Flow and Analysis
Rapid Prototyping
Usability Best Practices
Web Accessibility / WCAG

Technical Assessment
Requirements Gathering
User Stories
Site Planning / IA
Project Management
Developer Mentoring
Code Review / QA / Debugging

Front-End Task Automation
Build Systems
Unit Testing / TDD
Source Code Control
Distributed Workflows

SEO / Building Findable Sites
CMS Integrations
E-commerce

PROFESSIONAL EXPERIENCE

Tech Lead, Front-End Development ~ Weber Shandwick

2015 - Present

As lead developer on the platform development and technology unit, architect, design, develop and maintain the agency's flagship product, define product roadmaps, gather requirements, assess resourcing needs, and coordinate sprints, QA and deployments. As technical lead for the agency's front-end development discipline, provide oversight on client projects, standardize coding guidelines, evangelize and drive adoption of new technologies and best practices, conduct code reviews, and directly contribute to the code of prominent, highly-visible web applications and sites.

www.davidgowrie.com/resume

- **Lead the front-end architecture and development of Mediaco Publish**, Weber Shandwick's flagship content collaboration software product for brand publishing.
- **Championed adoption of development methodologies and code quality processes** (e.g. TDD, automated linting and unit testing, Git-enforced policies) to boost quality assurance and encourage fearless refactoring by lowering risk of uncaught regressions.
- **Designed a front-end architectural framework** for product work to establish a robust, consistent and maintainable codebase and ensure scalability and reuse.
- **Identified common challenges and introduced front-end efficiencies** to the agency's client development network by standardizing on a tech stack and practices (e.g. CSS preprocessors, JavaScript modules/bundlers) and implementing a reusable task automation and build system.
- **Introduced a standardized Git workflow and release strategy** to enable improved distributed collaboration, easier project team scaling, and safer deployments.

Senior User Interface Engineer ~ 360i

2013 - 2014

An integral member of the top-ranking digital agency's front-end engineering team, focused on crafting performant, user-focused, multi-device web experiences for the world's most iconic brands.

- **Architected and built high-profile web apps** including Coca-Cola's 2014 FIFA World Cup campaign, integrating the Tumblr API with a custom HTML/CSS/JavaScript theme to create a publishing platform for branded content generators and an immersive, interactive user experience.
- **Promoted modular front-end architecture and task automation**, enabling code reuse, rapid prototyping, improved development velocity and more efficient build and deploy pipelines.
- **Wrote and encouraged adoption of coding style guides**, prioritizing code consistency and standards across projects and streamlining technical onboarding of new developers.
- **Initiated internal project to evaluate new technologies**, identifying opportunities for inclusion in client work and improving development capabilities through knowledge sharing.

Team Lead / Senior Front-End Engineer ~ Totsy

2011 - 2013

Led the front-end development team hands-on to plan, implement, evaluate, and maintain constantly evolving features and designs for this flash sales site. Integrated front-end application with Magento ecommerce MVC framework, developing in HTML5, CSS3, LESS, JavaScript, jQuery, AJAX, XML, and PHP. Coordinated projects with back-end programmers, QA engineers, designers, product teams, business stakeholders, and third-party vendors. Researched and guided team on new trends and techniques. Conducted code reviews and advised developers on web performance, usability, and recommended coding practices.

- **Increased conversions by 30%** in three months by leading front-end engineering team in planning and development of massive site redesign focused on revenue-driving UX enhancements.
- **Pioneered and advocated mobile-first responsive design** by developing a working prototype, positioning Totsy to merge the mobile and desktop web apps into a single platform.
- **Spearheaded the adoption of HTML5 and CSS3**, overhauling the site with progressively enhanced standards-based code and successfully deploying a graded browser support policy.
- **Reduced development time and increased code maintainability** by architecting a scalable Bootstrap-derived front-end framework and standardizing reusable, modular coding patterns.
- **Pushed for data-driven and user-oriented initiatives** by conducting guerrilla usability tests, facilitating adoption of A/B testing and metrics analysis to identify conversion optimizations.
- **Promoted UX and design consistency** by collaborating with product managers and creative to define the user experience, adhere to UI conventions and patterns, and advocate UX best practices.
- **Prioritized page load time** by benchmarking major launches, identified and implemented performance optimizations across the web stack, recommended a performance budget, and educated team on performance implications of proposed features.

Founder / Lead Developer ~ WebModia, www.webmodia.com 2006 - Present

Founded web development consultancy working both in-house and remotely for various clients under short- and long-term contracts. Managed all phases of the project life cycle, including client communication, requirements gathering, functional specification, site architecture, website design, development, testing, and deployment. Converted design partners' complex, polished mockups into fully functional websites built with HTML(5)/XHTML, CSS(3), JavaScript, jQuery, AJAX, XML/XSLT/XPath, PHP/MySQL and various CMS solutions including WordPress.

- **Established long-term partnerships** with prominent design agencies by providing expert, high-quality web development services and strategic consultation.
- **Implemented and deployed robust front-end systems** meeting performance and scalability requirements on enterprise-level projects for clients including Nikon, ELLE, Travel Channel, Food & Wine, Princeton University, and One Laptop Per Child.
- **Developed award-winning website** for New Jersey State Bar Foundation, cited for excellence in standards compliance and cross-browser compatibility in 2008 Interactive Media Awards.
- **Leveraged Web Standards and best practices in front-end architecture** to achieve faster page loading, lower maintenance costs, improved accessibility, and search engine friendliness.

Project Manager / Senior Developer ~ 10e20 2005 - 2006

Brought onboard to evaluate and improve the agency's web development and project management practices. Led 10-person production team of designers, developers, QA engineers, and search marketers through multiple and concurrent web projects from inception to deployment. Developed websites using standards-based techniques including semantic XHTML markup and CSS-based layout. Evaluated and mentored developers to maintain adherence to coding standards.

- **Transitioned 10e20 to Web Standards and emerging technologies**, generating sales opportunities and increasing value proposition for clients with improved service offerings.
- **Authored and implemented standards and processes** including a coding guide, debugging routines, and QA requirements, leading to consistent deliverables and improved workflow.
- **Managed projects effectively** to consistently ship on schedule, to spec, and on budget.

Webmaster ~ Liberty Travel 2000 - 2005

Oversaw all day-to-day operational matters for this national travel company's consumer retail site, wholesale e-commerce portal and affiliate sites. Built and maintained promotional microsites and web pages using HTML, CSS, and JavaScript. Integrated front-end code with server-side architecture in coordination with back-end programmers.

- **Improved user experience** by evaluating customer feedback and implementing enhancements.
- **Rapidly promoted through roles due to excellence** in directing online campaigns and proactively identifying and developing solutions to potential problems.
- **Consistently achieved on-time execution of online initiatives** by effectively liaising with creative, marketing, company executives, and external vendors.

FRAMEWORKS, LIBRARIES, TOOLS & PLATFORMS

- Bootstrap, Foundation, HTML5 Boilerplate, jQuery UI, various grid systems
- Sass, LESS, Stylus
- Backbone, Node.js, React, Underscore/lodash, jQuery, Mocha, Chai, PhantomJS, Babel
- Gulp, Grunt, Bower, npm, Browserify, Webpack
- Git/Github, Subversion, Mercurial
- WordPress, Drupal, Magento

- Apache/MySQL/PHP Solution Stacks (XAMPP, MAMP, WAMP)
- Jira, Bugzilla, Pivotal Tracker, Confluence
- Photoshop, Illustrator
- Mac OS X, Windows

EDUCATION

Alfred University, College of Liberal Arts ~ Alfred, New York

1994-1996

RECOMMENDATIONS

“David is a true expert. He delivers thoughtful, timely and utterly thorough work. David communicates effectively about everything from scheduling and deliverables to stylistic approaches to code.”

- Mike Kelly, Creative Director at Hello Pilgrim

“David's work is top notch, on-time, and standards compliant. He codes with craft and takes pride in elegant solutions.”

- Ben Rigby, CEO at Sparked.com

“David's work is of high quality, his solutions are forward thinking, and he is very thorough with his communications. He was a great asset to the projects we worked on together.”

- Chad Renard, Independent Graphic Design Professional