

David Rhoden

315 Tricou Street, New Orleans, Louisiana 70117 // 504-812-8475 // david@davidrhoden.com

Oct 2018–

Web developer at Online Optimism in New Orleans, Louisiana.

Wordpress development for a digital marketing firm. Work included custom templates built on Wordpress REST API, custom plug-ins, CSS and JS-based web animation, and cross-platform mobile- and desktop-responsive development. Clients included Dixie Beer, Moxie Media, Association Success, and Witry Collective Realty.

PHP/MySQL, Javascript, jQuery, CSS, HTML, Wordpress, Photoshop, Illustrator, After Effects.

Sep 2016–Oct 2018

Freelance web developer and UI designer in New Orleans.

As a subcontractor to New Orleans agencies Solid Web Design and Lagniappe Media, I built and maintained SEO-friendly responsive web sites for local businesses in Craft CMS and Wordpress. Also created animated web advertising in Adobe Animate for agencies in San Francisco and Austin.

PHP/MySQL, Javascript, jQuery, CSS, HTML, Craft CMS, Wordpress, Photoshop, Illustrator, Adobe Animate.

Sep 2014 – Sep 2016

Creative Technologist at Sanders/Wingo Advertising in Austin, Texas.

I made animated advertising and websites for AT&T, and built proof-of-concept web sites and illustrated presentations for Sanders/Wingo's business development team. I was technical liaison to the Amsterdam NL web development team for AT&T.

PHP/MySQL, Javascript, jQuery, CSS, HTML, Wordpress, Photoshop, Illustrator, Adobe Animate.

Oct 2012 – Sep 2014

Freelance web developer and UI designer in New Orleans.

Produced websites for New Orleans agency Alford Advertising. I was also the front-end developer on a New York startup called Eatucator that created custom coupons for small groceries and farmers' markets on the CodeIgniter PHP framework. I also designed and built a web-based dating app from scratch in Ruby On Rails as a working proof-of-concept for a private investor.

Ruby on Rails/PostgreSQL, PHP/MySQL, Javascript, jQuery, CSS, HTML, Wordpress, Photoshop, Illustrator.

Oct 2011 – Oct 2012

Developer II for iSeatz in New Orleans.

I worked closely with the outside design firm Rokkan NYC on our American Express Travel project, and led a difficult but time-saving effort to standardize our front-end-facing code, and thereby simplify the front-end styling. Customized white-label site elements for Alaska Air and Amtrak.

Ruby on Rails/PostgreSQL, Javascript, jQuery, CSS, HTML, Photoshop, Illustrator.

Jun 2010 – Oct 2011

Senior Web Developer for McCann/MRM Worldwide in New York.

Javascript and jQuery development, as well as HTML and CSS, to animate and beautify web sites for clients like Smirnoff, Crown Royal, Home Depot, and U.S. Army. Eliminated excess server costs for Home Depot Garden Club by rebuilding their home page image carousel. Worked with an offshore team to reduce development time on Crown Royal's .NET-based site.

PHP/MySQL, ASP.net, Javascript, jQuery, CSS, HTML, Photoshop, Illustrator, Flash.

Jan 2010 – May 2010

Front-end developer at Huge Design in Brooklyn.

I developed modular page layout elements as part of a major redesign for NBC's high-traffic website iVillage, along with interactive features like a Body Mass Calculator, in a HAML/Sass environment.

PHP/MySQL, Javascript, jQuery, CSS, HTML, HAML, Sass, Photoshop, Illustrator.

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Jun 2009 – Dec 2009

Front-end developer for Turner Broadcasting in New York.

I did daily PHP development and CSS styling tasks and created special seasonal feature designs for Turner's Expression Engine-based, high-traffic women's blogging site *The Frisky*.

PHP/MySQL, Javascript, jQuery, CSS, HTML, Expression Engine, Photoshop, Illustrator.

Oct 2008 – May 2009

Senior Developer at BrandWizard in New York.

As the front-end lead, I worked with the designers and back-end developers to complete complete re-skins of our company's proprietary asset management software, for clients including Mercedes-Benz, Hilton Hotels, and HSBC.

ASP.net, Javascript, jQuery, CSS, HTML, Photoshop, Illustrator.

Other experience:

Freelance web work in New York for Huffington Post, IAC (match.com, College Humor), GoMobo, Mirren Business Development, and Bajibot (digital animators).

Graduated **Loyola New Orleans School Of Law** with a JD, despite the school closing for a semester due to Hurricane Katrina, when I relocated to New York City (and attended Fordham). I chose not to practice law.

Learned basics of web development and animation on the job at **Bent Media**, New Orleans, working with Tabasco and Oreck Vacuum.

Graphic design, typesetting, and pre-press of full-color IBM server sales brochures and other corporate sales collateral for **Roman/Thayer Design**, New York.

Print layout for a mutual fund report with a 20,000 per month circulation and Visual Basic database front ends for **Goldman Sachs**, New York.

Presentation design and complex process mapping (large format visual documentation of banking processes) for **Citibank**.

Co-wrote a book of state-based trivia for a young adult audience called *Awesome Almanac: New York* for **B&B Publishing**, Walworth, Wisconsin.

Freelance writer for the online version of *Men's Health*.

Assistant Editor at **Golden Books**, New York.

Freelance writer for *Storytelling* magazine, Jonesborough, Tennessee.

Many published illustrations for New Orleans publications including *New Orleans*, *Louisiana Life*, and *Kingfish* magazines.

Showed and sold paintings in galleries in New York and New Orleans.

Education:

JD, Loyola New Orleans School of Law

BA, English, University of Tennessee, Knoxville

Portfolio:

<https://davidrhoden.com>