

David Rhoden

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2016–now

I currently work as a freelance web developer and UI designer.

I design and build web sites in Craft CMS and Wordpress for my own clients and as a subcontractor.

Sep 2014 – Sep 2016

I was a Creative Technologist at **Sanders/Wingo Advertising** in Austin, Texas.

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

Oct 2012 – Sep 2014

I was a freelance web developer and UI designer.

I was the front-end developer on a New York startup called Eatucator that created custom coupons for small groceries and farmers' markets. I also designed and built a music-oriented dating site called Rockcalling, from scratch, using Ruby on Rails.

Oct 2011 – Oct 2012

I was a Developer II for **iSeatz** in New Orleans, Louisiana.

I worked closely with the design firm on our American Express Travel project, and led a difficult but time-saving effort to standardize our front-end-facing code, to make it consistent and thereby simplify the front-end styling.

Jun 2010 – Oct 2011

I was a Senior Web Developer for **MRM Worldwide** in New York.

I did lots of 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 through a simple rebuild of an image carousel.

Jan 2010 – May 2010

I was a contract front-end developer at **Huge Design** in Brooklyn.

I developed page layout elements for NBC's women's website iVillage, along with interactive features like a Body Mass Calculator, in a HAML/SASS environment.

Jun 2009 – Dec 2009

I was a contract front-end developer for **Turner Broadcasting** in New York.

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

Oct 2008 – May 2009

I was a Senior Developer at **BrandWizard** in New York.

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

Jun 2008 – Oct 2008

I was a contract front-end developer for **GoMobo** in New York.

I helped re-skin GoMobo's white-label online food ordering software for Subway and Burger King. I created Photoshop templates to export all common photo assets for a full site re-skin with a change to a single document layer.

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Less recent experience (from more than ten years ago):

Post-Katrina freelance web work in New York for Huffington Post, IAC, Mirren Business Development, and Bajibot.

Attended Loyola New Orleans School Of Law and graduated with a JD.

Learned basics of web development on the job at Bent Media.

Graphic design, typesetting, and pre-press of IBM server sales brochures for Roman/Thayer Design, New York.

Mutual fund report layout and Visual Basic database front ends for Goldman Sachs, New York.

Presentation design and process mapping for Citibank.

Co-wrote a book called *Awesome Almanac: New York* for B&B Publishing, Walworth, Wisconsin.

Assistant Editor at Golden Books, New York.

Other experience:

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

Showed paintings in galleries in New York and New Orleans.

Education:

JD, Loyola New Orleans School of Law

BA, English, University of Tennessee, Knoxville