

# JOE WEAVER

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**HTML • CSS • Sass • JavaScript • Node • React • Bootstrap • PHP • MySQL • Drupal • WordPress  
Atom • Slack • Trello • Photoshop • Illustrator • Google Analytics • Excels alone and on teams**

I'm a designer, developer, manager, marketer, professor, user experience evangelist, efficiency connoisseur, and team player, with sixteen years of experience working with design shops, startups, industry heavyweights, educational institutions, philanthropic nonprofits, and everything in between.

I imagine, storyboard, and code optimized, mobile-first, responsive, transaction-driven websites, designing intentional interactions which catch both the eye and the mind, bolstering user experience to increase profits. I also build and strengthen corporate brands, creating beautiful graphics, icons, and marketing collateral.

I'm a pro at effectively communicating concepts in an affable and diplomatic manner. My specialty lies in streamlining workflows to emphasize efficiency, maximizing quality and frequency of deliverables. I always answer calls and respond to emails in a timely fashion. Time is money; there's no point in wasting it.

## PROFESSIONAL EXPERIENCE

### **CREATIVE SOLUTIONS WIZARD — JoeWeaver.me, 2001 – Present**

#### **DIRECTOR OF OPERATIONS — Geeks + Gamers, Apr. 2018 – Present**

- Instantiated and regularly chair a weekly team leader phone conference to discuss the company's future direction.
- Redesigned the Geeks and Gamers logo and iconography, including accompanying ancillary images and graphics.
- Involved with employee hiring and firing, as well as new employee orientation, documentation and access control.
- Created official company policy and employee behavior guidelines documents, and collected employee signatures.
- Managing online merchandise storefronts, acting as point of contact for third-party vendors and growing revenue.
- Consulting with YouTube channel team, growing reach and fostering strategic collaboration with other YouTubers.
- Pioneering merchandise ideation, managing artists team, creating and disseminating high fidelity vector artwork.
- Managing merchandise bookkeeping, overseeing artwork creation, artist compensation, and charitable donations.
- Leading the web design and development team in creating a new web user experience for our website community.
- Managing our Patreon page, designing graphics for donation tiers, and providing updated patron list to video team.
- Technical support and consulting for all team members who find themselves in need of my breadth of experience.

#### **ADJUNCT FACULTY & CONSULTANT — Academy of Art University, 2016 – Present**

- Taught multiple courses in HTML, CSS, JS, jQuery, AJAX, SPAs, Sass, Compass, Wordpress, PHP, MySQL, and more.
- Audited curricula, streamlined learning materials, and ensured that all code examples were up to date and functional.
- Conducted classroom activities based on differentiated learning needs to ensure all students learned at full potential.
- Attended professional development workshops on: Learning goals, classroom management, and student motivation.
- Hosted weekly workshops to help students with back-end coding, content management systems and web technology.
- Researched, recommended and implemented technologies to optimize content delivery and student communication.
- Evaluated student adherence to predefined criteria and expectations during AAU's midpoint and final review process.

## **WEB SPECIALIST & MANAGER – University of San Francisco, 2015 – 2016**

- Hired, managed, trained, and oversaw the professional development of 10 student interns and temporary employees.
- Managed marketing website content and assisted in front- and back-end development of the student-facing intranet.
- Managed the Web Services task queue, accepted incoming requests from clients, and created & managing projects.
- Partnered with USF's content stakeholders to understand their individual needs and improve usability for their sites.
- Provided ongoing training and technical support to USF's staff and faculty, for both the intranet & marketing websites.
- Researched and recommended techniques and technologies to advance efficiency in the Web Services department.
- Documented procedures for all recurring tasks & educated staff members on USF design standards and principles.

## **CHIEF EXPERIENCE OFFICER – Madmen Entertainment, 2014 – Present**

- High-level concept development regarding back-of-house business practices, managing and overseeing our growth.
- Networked to create and foster partnerships with industry persons regarding talent, venue, or promotion of the same.
- Created a simple, powerful, responsive marketing website, to extend awareness of our brand to users on all devices.
- In charge of designing the company's logo branding, selected artist brands, promotional materials, and event artwork.
- Responsible for managing and interacting with clientele on social media: Facebook, Instagram, Twitter, and YouTube.

## **CHIEF MARKETING OFFICER – Aura Apparel, 2013 – 2014**

- Created Aura Apparel's visual identity, incl. brand icon, wordmark, business cards, promo materials, and collateral.
- Led the team marketing Aura's services to third parties to increase our brand awareness and develop partnerships.
- Created, collaborated on, and visually refined our proprietary luminescent designs within Photoshop and Illustrator.
- Represented Aura at sponsored events in order to create relationships with brand partners, sponsors and clients.

## **WEB DESIGNER & DEVELOPER – KeyPoint Credit Union, 2012 – 2014**

- Key player in comprehensive information architecture overhaul & visual redesign of KPCU's desktop and mobile sites.
- Reported directly to the VP of Digital Services and made updates in Sitefinity & Ektron content management systems.
- Created a fully-functional responsive mobile mini-site during the interim until we completed the full mobile experience.
- Designed website assets, marketing email graphics, and external marketing materials with Photoshop and Illustrator.
- Project manager on comprehensive re-imagining of KeyPoint's custom MeridianLink loan processing web application.
- Developed new website functionality with hand coded HTML 5, CSS 3, JavaScript, jQuery, Sitefinity, PHP and MySQL.
- Created a refreshed KPCU brand image, which was used for physical and digital signage, social media, website, etc.
- Developed and deployed graphics for loan rate promotional email campaigns, in LyrishQ and FulcrumTech software.
- Led the development of an Android mobile web application checklist testing script for internal software beta testers.
- Administered, developed, added content to, and trained credit union employees in the use of the SharePoint intranet.
- Triage, follow-up, troubleshooting, and completion of support tickets in our SysAid and Samanage ticketing systems.

## **USER INTERFACE DEVELOPER – Google, 2012**

- Delivered a well-received department-representative suite of custom jQuery / AJAX energy measurement interfaces:
- Demand Response interface, to display and control the main meter load shed at Google's Mountain View campus.
- Energy Scoreboard interface, to compare energy usage of all Mountain View and San Bruno (YouTube) buildings.
- Emergency Power Overview interfaces, including all backup generator and automatic transfer switch (ATS) states.
- Generator Details Pages, which depicted animated real-time power flow between buildings and backup generators.
- Photovoltaic (solar) Energy Dashboard, which showed usage statistics per building, grouped by Google campuses.
- Google Maps API v3 custom JS web app, for an at-a-glance insights into energy types, readouts, alerts, and errors.
- Created Building-Level energy usage and statistics control pages pulling from XML files on Cisco Mediator devices.
- Created a custom auto-switch CSS 3 toggle for visual themes used across the suite of building management sites.
- Created simple outdoor lighting control dashboards, designed for usage across Google's Mountain View campus.

# EDUCATION & TRAINING

## Udemy Courses and Workshops – Full Stack Development, Video Production, 2016 – Present

- **The Complete React Web App Developer Course** (2nd ed.) – Andrew Mead – 185 videos and exercises
- **The Complete Node.js Web Developer Course** (2nd ed.) – Andrew Mead – 134 videos and exercises
- **Modern React with Redux** (incl. ES6/Babel & Webpack) – Stephen Grider – 151 videos and exercises
- **Bootstrap 4 Quick Start Guide: Modern Responsive Websites** – Brad Hussey – 13 videos and exercises
- **The Web Developer Bootcamp** – Colt Steele – 346 videos, exercises and documents
- **Increasing Confidence – Supercharge Your Delivery** – Alexa Fischer – **Udemy Workshop** at Headquarters
- **Video Production 101 – Learning the Equipment** – Chris Haroun – **Udemy Workshop** at Headquarters

## freeCodeCamp Certificates – Full Stack Development, Data Visualization, 2016 – 2018

- **Front-End Development Certificate, 2018**
  - Estimated **450+** hours of projects and exercises in **HTML5, CSS, Responsive Design, Bootstrap, JavaScript, jQuery, Object-Oriented/Functional Programming, Advanced Algorithm Scripting, JSON APIs, AJAX, and App Dev Projects**

## Online Education – NodeSchool, Wes Bos, Sahat Yalkabov, 2016 – Present

- **javascripting** – NodeSchool (nodeschool.io) – JavaScript Course – **22 exercises**
- **learnyounode** – NodeSchool (nodeschool.io) – Node.js Course – **13 exercises**
- **What the Flexbox?!** – Mastering CSS Flexbox – **Wes Bos** – **21 videos, 7 exercises**
- **Let's Get Griddy With It** – Learn CSS Grid – **Wes Bos** – **25 videos and exercises**
- **Flexbox Defense** – Channing Allen – **12 exercises**
- **Flexbox Froggy** – Codepip – **28 exercises**
- **CSS Grid Garden** – Codepip – **24 exercises**

## Computer Science – City College of San Francisco, 2003 – 2005

- CNIT 132 – **Intermediate HTML & XHTML**
- CS 110A – **Intro to Programming: C++**
- CS 183 – **Multimedia Production**
- CNIT 106 – **Intro to Networking**
- CNIT 123 – **Ethical Hacking & Network Defense**
- Other **Computer Science** classes

# REFERENCES & RECOMMENDATIONS

*"Joe is organized and goal-oriented in leading himself and others towards success."* – Dan Dokic

*"Joe is diligent and highly communicative, and knows the importance of documentation."* – Crystal Ejanda

*"Joe's superior leadership and interpersonal communication skills make him a strong manager."* – Laura Schmaeler

*"An upbeat, knowledgeable and enthusiastic coworker, Joe is always trying to improve things."* – Selin Ozguzer

*"Very knowledgeable and detail oriented. Joe was always my #1 go-to for my questions."* – Moe Bazarbay

*"Well-rounded and pleasant to work with. I jumped on opportunities to meet with Joe."* – Linsey Fox

For more information and recommendations, visit [my LinkedIn profile](#) or contact me via email.