

D.B. Roche ★ Design Technologist ★ AKA “Front End Force Multiplier”

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PROFESSIONAL PROFILE

25+ years working with browsers, the native web platform, and Open Source Software.

Adaptive, analytical, autonomous, balanced, confident, creative, decisive, diplomatic, direct, disciplined, focused, emotive, experienced, independent, innovative, intuitive, modest, patient, pragmatic, relaxed, sociable, supportive.

ACHIEVEMENTS / AWARDS

- Consulting UX Engineer / UI Developer for TechStars HealthTech startup [‘16]
- ½ engineering team delivering presale SPA for 2K Games fastest selling title of all time. [‘16]
- ~5x monthly uniques Entertainment Tonight - less than 6 months [‘14]
- ~10x Alexa global ranking - less than 12 months - Hollywood Reporter [‘14]
- Full-time engineer for 2 Accelerator/Incubators (*Slingshot Labs*: [‘09-‘10], *Originate*: [‘11-‘13])
- Contributor to acquired/IPO products - WildfireApp (*acquired*), Lottay (*acquired*), Identillect (*IPO*)
- Top 5% viewed profile LinkedIn / AngelHack L.A. - Sponsor prize winner [‘12]

SKILLS / ABILITIES

- Platform agnostic, standards-driven, exceptional eye for design & usability.
- Deep, instinctive ability to perceive user perspectives & fulfill business requirements.
- Prototyping, integration, performance, standards, usability, CSS/JS animation, semantic HTML5, SEO.
- Kanban, Agile, Scrum, CLI, NPM, Git/Github, Adobe Creative Suite (Photoshop, XD, etc.), SPA, PWA.

EXPERIENCE

CourtCall - Staff UX Engineer Los Angeles, CA [11/19 - 11/21]

- Designed/developed decoupled FE for .NET applications (scheduling, booking, video conferencing, etc.)
- [*Adobe CC, ButterCMS (headless), MS 365, NUXT, Vue, NPM/Node, Git/Gitlab, CI/CD (Netlify), VS Code*]

MotionM!x Entertainment - Founder / Chief Vision Officer [*stealth startup*] Los Angeles, CA [1/17 - 11/19]

- Requirements, IA, UX Design/Wireframing, Full-stack SPA/PWA development
- [*Adobe CC, Angular (2+), Typescript, NUXT.js, Vue.js, NPM/Node, Git/Gitlab, CI/CD (Netlify), VS Code*]

Deep 6 AI - Consulting UX Engineer / UI Developer [*NDA, short term*] | Beverly Hills, CA [7/16 - 8/16]

- Feature enhancement for AngularJS powered government knowledge base. Endorsed by (then) CTO.
- Prototyped “drop-in” UIs for React based ML application during TechStars accelerator.
- [*Javascript, AngularJS, React, Sass/CSS3, Gulp/Grunt, NPM/Node, Git/Github, Atom, Sketch*]

Ignition Creative - Consulting UX Engineer / UI Developer [*short term*] | Playa Vista, CA [3/16 - 6/16]

- Delivered MafiaGame.com presale SPA - 2K Games fastest selling title of all time (Nov ‘16).
- [*Foundation, AngularJS, NPM/Node, Bower, JSON, CSS3 transforms, filters & flexbox, Git/Gitlab, Atom*]

JumpSIX Marketing - Consulting Digital Strategist *[ad-hoc]* | Beverly Hills, CA [8/15 - 1/17]

- Developed Los Angeles branch presence carte blanche - a top 5 Google Premier Partner.
- Solution adopted nationally. Eliminated branch disparity, increased efficiency for national clientbase.

72andSunny - Contract HTML5 Motion Animator *[short term]* | Playa Vista, CA [10/15 - 12/15]

- Developed HTML5 animated campaigns for - 4A's, Google, Target, Netflix, Starbucks & Lucas Arts.
- Developed/delivered \$1M Youtube masthead featured on internal company sizzle reel.
- *[Javascript, Zepto.js, Youtube API, CSS3 transforms/transitions/keyframes, Google DFP, Atom]*

CBS Eye Creative - Consulting UX Engineer / UI Developer *[short term]* | Studio City, CA [8/14 - 9/14]

- Consulted internal design team on "Good UX" best practices for pre-Emmys launch/rebranding efforts.
- Prototyped Tablet/Desktop experience resulting in 1M -> 5.5M monthly uniques less than 6 months.
- *[Bootstrap 3, HTML5, CSS3, Media Queries, Javascript/jQuery, PHP, Git/BitBucket]*

Identillect - Consulting UX Engineer / UI Developer *[remote, short term]* | Los Angeles, CA [6/14 - 7/14]

- Prototyped/delivered functional responsive prototypes for pre-IPO/acquisition efforts.
- *[Zurb Foundation, HTML5/CSS3, Javascript, Git/Bitbucket]*

Prometheus Global Media - Front End (UI) Developer *[full-time]* | Los Angeles, CA [6/13 - 4/14]

- Developed Front End performance refactor HollywoodReporter.com - reduced load times by 6 seconds.
- Developed/integrated Power Listicle, Oscars Contenders Guide, Sailthru Preference Center, etc.
- Developed Mobify mobile site refactor - achieved 30% mobile growth in first 30 days.
- *[Atlassian suite: JIRA, Git/BitBucket, Confluence, Drupal 6, PHP, XHTML, HTML5, CSS2.1, CSS3, MySQL]*

InVinceable Marketing - Director of Technology / Producer *[ad-hoc]* | Santa Monica, CA [1/12 - 4/13]

- Technology consulting for former FOX & NBC Executives Richard Squire & Vince Manze.
- Produced digital shorts. Developed misc New Media web properties.

Originate - UX Engineer / UI Developer *[full-time]* | Los Angeles, CA [6/11 - 4/12]

- Co-developed full stack applications - "Balloon'd" & acquired crowdfunding app, "Lottay".
- Prototyped consumer facing dashboards for Asurion Mobile Connect product suite.
- *[Ruby/RoR, Coffeescript/Javascript, SASS, Heroku, PostgreSQL, PHP, Amazon S3, Git/Github, CLI]*

ezWEB Design Studio - Technical Cofounder / C.T.O. | Hollywood, CA [10/09 - 12/10]

- Upgraded core product to HTML5 standard, packaged offerings, custom CSS themed BigCommerce shop.
- Innovated drag & drop PSD -> HTML workflows for rapid delivery leveraging Adobe Creative Suite.
- *[Photoshop, Dreamweaver, BigCommerce, H5BP, Blogger, XML, WordPress, PHP, jQuery]*

Wildfire App - Contract CSS Designer *[ad-hoc, remote]* | Mountain View, CA [6/10 - 8/10]

- Developed CSS Zen style PSD -> HTML campaigns for Samsung, Skechers & South Carolina Tourism Board
- *[Facebook SDK, Ruby/RoR web app, Photoshop (PSD -> HTML), XHTML, CSS2.1]*

Slingshot Labs (FOX/NewsCorp) - Front End Engineer / UI Designer *[full-time]* | Santa Monica, CA [4/09 - 1/10]

- "Unicorn" Designer/Developer for Linfo.com. #1 Google indexing within 2 weeks of 1st production release.
- Prototyped & integrated UI wireframes into .NET/Fb web app, created high-fidelity PSD mockups.
- *[XHTML, CSS 2.1, jQuery/Javascript, jQuery UI, .NET 3.0/C#, Freebase API, JSON, Fb API, SVN, Photoshop]*

Threshold Interactive - Lead Presentation (UI) Developer *[full-time, contract]* | Culver City, CA [7/08 - 3/09]

- Prototyped & integrated over 70 views for Honda Power Sports \$1.5M enterprise marketing site.
- Delivered Nestle/Bonnaroo mobile co-promotion. Cross browser testing, & backwards compatibility old IE.
- *[XHTML Strict, .NET 2.0/C#, Javascript/Mootools, jQuery, Team Foundation Server/Source Safe, SVN]*

National Planning Holdings, Inc. - Content Administrator [full-time] | Santa Monica, CA [3/07 - 1/08]

- Delivered timely content updates for 12 sites across 4 independent Broker Dealer networks nationwide.
- Developed valid HTML 4 transitional forms & content documents to spec as required by S.E.C.
- [Teamsite/Homesite version control/IDE, HTML4 transitional, vanilla Javascript validation, Adobe Acrobat]

Sistarrs International - Webmaster / Podcast Producer / Production Artist | Malibu, CA [4/06 - 12/06]

- Hand coded standards driven HTML4/CSS2 table-less designs across 4 domains.
- Hand picked of 25K weekly submissions to iTunes for 8 week New & Notable feature.
- Developed/hand coded Blogger/MySpace/Libsyn mashup site featured on NY Post Page 6.
- Flash animator, Photoshop production artist, voiceover, foley & sound design for “Starr Secrets” podcast.

Haunted Minds Productions - Webmaster / SFX Makeup Apprentice | San Diego, CA [‘99 - ‘05]

- Hand coded HTML4/CSS1 table-based designs for Netscape & Internet Explorer browsers.
- Flash animator/interactive story teller for largest Haunted Attraction in Tri-state area 3 years running.
- Sculpting, molding, airbrushing SFX makeup appliances for live actors, props & puppets.
- SFX/Production Assistant for Grammy nominated music video “Schism.”

Outsource Technical - Lead Datacomm Technician | Greater San Diego/Los Angeles counties [‘04 - ‘06]

- Cabled, terminated & tested, CAT5/6/Gigabit network infrastructure - CVS, Walmart, UC San Marcos, etc.
- Installed high-security network infrastructure on Navy & Marines bases in greater San Diego county.
- Top Gun Flightline, 32nd St & North Island Naval Stations, Camp Pendleton Marine Base.

HCI Inc. - Central Office Installer [Lead/Level 3] | San Diego/Los Angeles, CA [6/98 - 4/03]

- Pulled over .25M miles of copper, coax & fiber cable in Southern California.
- Terminated hundreds of thousands of leads on Telco Central Office mainframes for Y2K.
- Provided on-site engineering, delivering \$MM Grade A installations of telecom office equipment.

American Family Kenpo Karate - Cofounding Instructor / Webmaster | San Diego, CA [9/97 - 12/05]

- Hand coded HTML4/CSS1 table based designs, managed DNS/SMTP servers/records & content updates.
- Taught children & adults focus, discipline, confidence, coordination, survival & personal protection skills.
- Hand to hand combat / weapon disarmament training with Police, SWAT, Marines, Rangers, SEALs, etc.

EDUCATION

- Self-studied (autodidact) Developer/Designer, 1995-present.
- MDN, Google Developers portal, countless blogs, books, Twitter feeds, Udemy courses, VueSchool.io
- Advanced Placement Art, Mt. Miguel H.S. 1994-1997, HSD 1997. (13 semesters Art over 4 years)