

# michael FORTNEY

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## Overview

Highly skilled and motivated front-end developer and designer with more than 8 years of experience.

## Skills/Knowledge

HTML5/CSS3	Ruby on Rails (front end)	Email Marketing	Adobe Photoshop
JavaScript, jQuery	PHP (front end)	SEO	Adobe Illustrator

## Experience

### Freelance Front-End Development

Apr. 2013 – Present

- Designed and coded several MailChimp email templates for Frank Beddor's series of Wonderland novels and graphic novels.
- Designed and built new sites for Desert Protection Security, DATAAppointment, and Arp Networks (custom Wordpress themes).

### DogVacay

Front-End Developer – Aug. 2012 – Apr. 2013

- Worked closely with the product team to implement many new front-end features and designs on the DogVacay site.
- Designed and coded all HTML emails, and implemented a long-tail email marketing strategy, working closely with the marketing department and other in-house designers.

### OneLogin

Front-End Developer – Aug. 2011 – Aug. 2012

- Completely overhauled the OneLogin app UI
  - Moved the site from a standard web app to a modern AJAX app that loads only relevant content in a static layout instead of loading the entire page and all dependencies for every click.
  - Implemented a whole new design from chopping PSDs and coding static HTML/CSS to integrating the new HTML into the Ruby on Rails backend.
- Created a new WordPress theme and site for their sales site based on the design their agency provided.
  - Chopped PSDs, coded static HTML/CSS, created the new theme, moved all relevant pages, created all necessary redirections to keep all SEO value.

## **BOSC Technologies**

Front-End Developer – Mar. 2010 – Jul. 2011

- Created all HTML/CSS/JS for new sections of their health-related social networking site, Yuru.com.
- Designed new page/section designs for Yuru based on client requests and sketches.
- Completely redesigned the Bosc Electronic Medical Records web application and implemented all new HTML/CSS/JS for the new design
- Created a touch-friendly version of the EMR web app using JQuery Mobile

## **Freelance Front-End Development**

Nov. 2009 – Mar. 2010

- Freelance front-end web development and design for several clients including eHarmony.com, WeddingBee.com, REV Finance Group and more.

## **Maverick Internet Ventures**

Lead Design and Front-End Developer – Aug. 2004 – Nov. 2009

- Lead all design/redesign and front-end development of two people search sites, PrivateEye.com and PublicRecordsNow.com.
  - Created or creative directed 3 major site redesigns. Directed current iteration of privateeye.com, created all designs for current iteration of publicrecordsnow.com.
  - Coded all designs for both sites in table-less XHTML/CSS and Javascript.
- Lead all design and development of ancillary blogs, review sites, and other sites including several health & wellness (supplements, beauty products, etc.) sites.
  - Directed the design of several review blogs, and commerce sites including wonderfulacai.com.
  - Designed and built several other supplement and beauty product sites.
- Lead all email marketing efforts, from concept to delivery. Increased revenue on PrivateEye.com and PublicRecordsNow.com by 20% (appx. \$20k/month) using targeted promotional and newsletter HTML/Text emails.
  - Developed a time-based trigger system for all new customers, automatically delivering relevant messages and offers based on individual customer purchasing behaviors every two weeks for 6 months.
- Worked as an integral part of the marketing team optimizing established campaigns and creating new marketing efforts including display ads, context ads, and affiliate marketing.

## **Heavy Crown Jewelry**

Owner/CTO/CMO – Jan. 2008 – Aug. 2011

- Built from the ground up, from an idea to a profitable online retailer.
- Found international manufacturers and distributors using online tools such as Trade Key.
- Designed and coded all eBay listing templates.
- Creative directed the design of our new site, heavycrownjewelry.com. Based on a Magento backend/shopping cart.
- Management of customer service and order fulfillment employees.
- Analysis of all in-house marketing efforts (eBay sales, flyer distribution, etc.)
- Management of ad agency teams to achieve the best possible success of the campaigns they manage (SEO, SEM, Google, Yahoo, MSN).