Jason Nelson

Jason Nelson
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Kaufman, TX 75142

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Core Skills

Front End Development - Designed and developed web properties from large (multinational) to small (regional/local) companies using HTML5, CSS (CSS3, SASS/LESS compilers, libraries including Bootstrap and Material Design), PHP, JavaScript (including vanilla javascript, TypeScript, jQuery, Angular7+, AngularJs, d3.js), ; Ensured W3C Accessibility standards; Concentration on responsive development and design while ensuring cross-browser compatibility.

Content Management Systems - Extensive experience in CMS systems including Sitecore, Wordpress, Joomla, Drupal, HubSpot, Wynshop, and the creation of custom HTML/CSS/Javascript applications; E-commerce integration of PIM/DAM data.

Analytics, SEO, and Testing - Google Analytics, Screaming Frog SEO, Knowledge of SEO and W3C accessibility best practices; A/B testing; Lead User Acceptance Testing on a large, internationally-distributed team.

Tools - Extensive use of a large variety of publishing, code creation, prototyping, UI, and deployment tools, including Adobe Creative Suite (Photoshop, Illustrator, inDesign, Acrobat, XD, etc); UX design tools (Figma, InDesign, InVision, Balsamiq, Sketch, Axure); Container build/ management (Docker, Jenkins), Version management (Git, SVN)

Professional Experience

Nelson Strategies / CEO, Sole Proprietorship
AUGUST 2004 - PRESENT

Independent, self-directed, full-service web design and development services for a number of clients throughout the United States. Clients have included a the author of multiple *New York Times* best-selling books; a world-renowned barbecue restaurant featured by Anthony Bourdain, *Texas Monthly*, and the Travel Channel; a redesign and implementation for a major regional supermarket chain with over 500 stores throughout Texas, Arkansas, Louisiana, and Oklahoma; a prominent Austin law practice, and significant experience designing and building landing pages and full sites for political candidates, industry PAC groups, and sitting Texas legislators. This work requires me to be a self starter, and to independently manage scope, statements of work, testing, analytics, and management of independent contractors when necessary. Simple sites may be static and one page, others may require a CMS like Wordpress, Drupal, or Joomla! so clients are able to manage in-house content. Responsibilities include ensuring SEO and W3C best practices and typically include a LAMP stack of Apache, PHP, mySQL. Other tools include packaging into Docker containers, Javascript/AngularJS/Angular Material Design/jQuery, HTML5, Bootstrap, and CSS/Sass.

Resideo (formerly Honeywell Home) / UX Developer (Contract)
NOVEMBER 2019 - JULY 2021, AUSTIN, TEXAS
Primary in-house developer for the consumer web properties of a global manufacturer of smart home devices for B2B and B2C marketing and e-commerce. Developed cross-functional strategies and solutions to bridge gaps between marketing, sales, design, and management across an internationally-distributed team. Led QA and UAT teams to ensure quality deliverables from third-party vendors. SME and principal in-house resource for rapid prototyping, web development, and code within the Sitecore ecosystem. Developed display/info pages for individual products and for the display of product matrices within the company's e-commerce store using data from PIM/DAM; created one-off solutions including troubleshooting wizards, product information pages; and managed marketing sites for Resideo and Honeywell Home in compliance with varying international standards (primarily US, Canada, EU, United Kingdom). Proposed and solved immediately necessary and complex one-off design and programming challenges outside the normal development cycle; also frequently worked within the development cycle and a third-party development firm to efficiently prioritize development work. Strong experience promoting the expertise and utility of our team in a novel, lightly-defined professional environment. Heavy use of Sitecore, HTML, CSS, JavaScript, Azure Devops, Git, Jira, Adobe Creative Suite, intelliJ, PHP, jquery.

Boundless / Lead UX Developer
AUGUST 2015 - NOVEMBER 2019, AUSTIN, TEXAS

Designed and developed front end solutions for B2B and B2C e-commerce and product management via a custom-built in-house content management system

within Agile/SCRUM development processes. Worked across silos including Marketing, Technology, and C-Suite stakeholders to design and develop a complex, custom e-commerce order integration platform, which greatly reduced the workload for sales professionals, resulting in a sharp rise in B2B revenue. Designed and developed corporate public-facing e-commerce properties and a robust system for corporate sales personnel to create an unlimited number of individualized e-commerce stores for B2B sales. Fostered cross-functional relationships between marketing, tech, and sales support personnel to ensure not only a quality B2B experience but also a solid, professional public web presence while maintaining the ability to make quick, unplanned additions and changes to public- and private-facing web architecture. Extensive experience with the introduction of novel web technologies within the team, the company, and with third-party developers, while encouraging up-to-date best practices in HTML5, javaScript, and CSS. Developed and managed the company's public-facing website via Wordpress, PHP, JavaScript and Bootstrap to feature a full-motion video hero area and a bold, easily navigable design. Heavy use of JavaScript, Wordpress, Angularjs, Angular 7+, HTML, CSS, PHP, Java, Git, SVN, Jira, Adobe Creative Suite, intelliJ.

SaleAmp / Web Developer
MARCH 2015 - AUGUST 2015, AUSTIN, TEXAS

Created, designed and managed high-traffic websites for a wide variety of corporate clients built on platforms like Joomla, HubSpot, Drupal, and Wordpress per client requests and SEO data. Ensured sites were responsive in the browser, light on code to boost search engine scores; also managed content, created custom themes and plugins for Drupal, WordPress and other CMS systems. Worked closely with in-house designers to create custom, pixel-perfect sites for third-party clients. Managed the development process for the company's website while working closely with in-house designers, C-suite executives, and marketing personnel. Heavy use of JavaScript, HTML and CSS, and libraries like jQuery, Angularjs, PHP, Bootstrap, Adobe Creative Suite, Balsamiq, Optimizely, Google Analytics, intelliJ.

drillMap / UX Developer
JUNE 2012 - MARCH 2015, AUSTIN, TEXAS

Developed theming, UX design, and front end development for a VC-backed software startup in the energy industry focused on a comprehensive, map-based dashboard based on oil and gas well service data from the Texas Railroad Commission and similar data from other states and Canada. Worked in a collaborative, Agile/SCRUM environment to develop features for and fix bugs in a complex oil and gas information platform encompassing drilling data for the entirety of North America for clients like Shell, Conoco, and BP.

Created and tested prototypes (paper and digital), proofs of concept, and tested and deployed code. Designed, programmed and maintained the company's website in WordPress. Heavy use of HTML, CSS, Bootstrap, PHP, Javascript, Adobe Creative Suite, Balsamiq, Google Analytics, Optimizely, intelliJ.

Texas House of Representatives / Chief of Staff, Legislative Aide
JANUARY 2005 - JUNE 2009, AUSTIN, TEXAS

Legislative Aide, and later Chief of Staff for members of the Texas House of Representatives. Drafted legislation, negotiated with stakeholders, and advised the

Chairmen of the Committees on Transportation and Appropriations. Developed official and campaign websites, resolved constituent issues, and managed campaigns for election to the Texas House of Representatives. Worked directly with the offices of the Speaker of the House, Governor, and State Agency Executives to develop comprehensive legislative portfolios.

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Appointments

Commissioner, City of Kaufman Planning and Zoning Commission; Term expires November 2023

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Education

Middle Tennessee State University

Bachelor of Science, International Relations

University of Texas at Austin

Vice President, Texas Longhorn Band

Representative, University Residence Hall Association

Kappa Kappa Psi