DAVID G. WHITE

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fast, reliable web designer/developer | "Dave already did it, it looks great."

SKILLS

Front-End/UI/Web Design: Expert in core web technologies (HTML, CSS, JSON, XML) with a focus on responsive design and meeting accessibility standards. Expert WordPress developer. Experienced user of the Adobe Creative Cloud, including Photoshop, Illustrator, and Acrobat. Familiar with Figma, Sketch, and Adobe XD.

Web Development: Experienced Javascript coder, using vanilla JS and frameworks including jQuery, Node.js, and React. Capable in PHP, Velocity, and other server-side scripting languages. Familiar with content management systems including WordPress, Drupal, Cascade, Craft CMS, Kentico, and SiteCore.

Search Engine Optimization: Skilled in structuring and optimizing websites for organic impact on search engines and social media platforms, optimizing and updating Schema data, and well as re-optimizing pages to minimize bounce rate and maximize click-through. Familiar with structuring content syntax and augmenting with Schema to maximize AEO/GEO.

Technologies Used: HTML5, CSS 3, LESS, SASS, Javascript, JSON, jQuery, Node.js, NPM, AJAX, REST, SVG, XML, XSLT, RSS, OpenGraph, Schema, PHP, ASP/.NET, ColdFusion, Perl, Velocity, Adobe Creative Cloud (Photoshop, Illustrator, XD, InDesign, Acrobat), Figma, Sketch, Fractal Pattern Library; Microsoft Office (Word, Excel, Powerpoint), WordPress (Advanced Custom Fields PRO, Gutenberg, WooCommerce, WordFence, Yoast), Cascade, Craft CMS, Drupal, Kentico, Mura, SiteCore, Bootstrap, Foundation, Material Design, Git, GitHub, MacOS, Windows, Linux/Unix

EXPERIENCE

BarkleyOKRP | *Senior UI Developer (2019-2022), Principal UI Developer (2023), Associate Director of Front-End Development (2024-2026)*
Developed and deployed accessible, SEO-optimized, component-based websites and interactive micro-sites for large full-service advertising agency for clients ranging from educational institutions to national brands. Technologies used included Cascade, Drupal, WordPress, and enterprise CMS like Kentico and SiteCore. As Principal UI Developer, set agency standards for front-end coding and deliverables. As Associate Director, managed team of three junior developers.

Media Post, Inc. | *Front-End Web Developer (2019)*
Developed, deployed and maintained responsive, accessible and SEO-optimized websites for boutique advertising and marketing agency for clients ranging from small to mid-sized business. Technologies used included WordPress with Advanced Custom Fields, Gutenberg, WooCommerce and more.

H2 Design Group, Inc. | *Web Designer/Developer (2000-2018)*
Designed, developed and maintained responsive, accessible and SEO-optimized websites and web applications for Internet advertising and marketing agency for clients ranging from small businesses and nonprofits to Fortune 500 companies. Technologies used included Drupal, WordPress, and Kentico.

Essential Surfing Gear, Inc. | *Web/UI Designer/Developer (1999-2000)*
Designed and maintained corporate website for Internet start-up company. Designed/tested user interfaces for context-aware browser extensions and collaborated with marketing to produce pitch presentations.

SEEC, Inc. | *Web Designer/Developer (1997-1999)*
Designed and maintained corporate website for public company producing a COBOL IDE. Collaborated with marketing department to produce multimedia presentations and with software developers to produce custom icons.

EDUCATION

Bachelor of Fine Arts, Carnegie Mellon University (1997)

PUBLICATIONS

***Web Designer's Guide to Color* (1997):** Co-author, with Mordy Golding, of book which came bundled with Hayden Books' *PANTONE® Web Color Resource Kit*. Authored art history and color theory sections.