

# Eric Malcolm - Senior Web Developer, Designer & Strategist

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## Summary & Skills

I develop object-oriented clean front-end code and lead developers on an agile development team within an AEM platform. I help create usable, human-friendly and accessible websites, interfaces, and apps.

After discovering my passion for web design I naturally progressed to web development. I have worked for few different companies and multiple clients to solve various problems. While managing numerous large and small projects, I have grown to a well-rounded leader and front-end developer with a focus on the user.

With 8+ years experience in web development, I have become well-versed in many areas of the web including:

### Front-End Development:

- HTML5 / CSS3 / LESS / SASS / JS / jQuery / Angular / React
- Grunt / Gulp / Webpack
- Design, Architecture & Code Reviews
- Code Management / Version Control (Git)

### Leadership & Workflow:

- Establish Development Processes & Technical Documentation
- Feature, User Story, and Task Estimation
- Project & Platform Management
- Team Management & Delegation

### User-Centered Design & Development:

- Usability / UI / UX

### Adobe Experience Manager (AEM/CQ):

- 5.6, 6.0, 6.1 & 6.2 - AEM 6.0 Certified
- Sightly Component Development, Touch-Optimized UI, Templates, Workflows, API Implementations

### Accessibility (a11y):

- WCAG 2.0 AA, ARIA, Section 503, ADA

### WordPress / WooCommerce Design & Development:

- Custom WordPress Installation
- Theme & Plugin Development
- ReactJS App Builds on top of REST API
- Website Maintenance & Management
- Ecommerce Setup & Management
- WordPress Multi-User & Scaling WordPress

### Information Architecture:

- Content Structure & Strategy
- Search Engine Optimization

### Software Development Life Cycle:

- Agile/Scrum Methodology
- Acceptance Testing & Validation
- Environment Management & Deployment

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## Experience

### Senior Web Developer

May 2014 - Present

### Optum Technology

Southfield, MI

Responsible for the front-end development, AEM consulting/development and leading teams on internal/client projects: websites and applications for consumer, provider, and physician support. Responsibilities include:

- Leading an Agile Development Team - Creating Components for AEM on a Digital Marketing Platform
- Coding, Testing & Debugging - HTML5 / CSS3 / LESS / SASS / JS / AEM / Angular / React
- Building Accessible Websites and Web Apps to Meet WCAG 2.0, Section 503 & ADA Compliance
- Planning, Facilitating & Building Responsive Sightly Components with AEM 5.6, 6.0, 6.1 & 6.2
- Creating Usable Websites / Web Apps on Multiple Devices, Browsers and Screen Sizes

## **Owner, Web Designer/Developer**

*September 2010 - Present*

**Malcolm Digital**

*Sterling Heights, MI*

As a freelance web designer, developer and strategist I build client websites and help them grow their business. Started in 2010 to provide services for select projects, focusing on Optimized Websites and Content Driven Marketing. Responsibilities include:

- Maintaining Multiple Ongoing Projects and Client Relationships
- Planning Responsive Website Design, Usability, and User Experience
- Design / Development / Maintenance Client Websites - WordPress, WooCommerce, Static and Apps
- Optimizing Website Content and Performance for SEO - Analytics & Conversion Tracking
- Coding, Testing & Debugging - HTML5 / CSS3 / LESS / JS / Angular / React / React Native

## **Webmaster, Web Designer & Media Strategist**

*November 2013 - June 2014*

**Lifestyle Lift**

*Troy, MI*

As the webmaster I managed, strategized, and implemented solutions an all web properties of Lifestyle Lift. Lifestyle Lift provided a specialized cosmetic facial procedure to patients in 70+ centers nationwide.

Responsibilities included:

- Usability, User Experience and Marketing Planning for 75+ Responsive Web Properties
- Design, Development, Optimization and Content Management of Main Website, Local Websites, Landing Pages and Microsites

## **User Interface / Web Designer**

*January 2012 - November 2013*

**Search Optics**

*Ferndale, MI*

As a part of the design team, I planned out and designed responsive automotive dealer websites. Search Optics is a digital marketing company that turns virtual traffic into measurable results. Responsibilities included:

- Basic User Experience Research and Design
- Responsive Website/User Interface Design / Landing Page Design
- Logo Design / Branding / Slide and Banner Design
- Email Marketing Design and Coding / Social Media Graphics / Flash Display Ad Design

## **Front-End Web Developer/Designer**

*January 2011 - January 2012*

**Lifestyle Lift**

*Troy, MI*

As part of the Web Design and Online Marketing Team I planned out, designed and developed web properties for 60+ centers nationwide. Responsibilities included:

- Design & Development of Microsites, New Local Sites and Landing Pages
- Local Search Engine Optimization and Google Analytics Tracking
- Display Ad Design and Other Graphic Design
- Design, Development of Joomla-based Intranet

## **Freelance Graphic + Web Designer & Developer**

*June 2008 - September 2010*

**Freelance**

*Warren, MI*

As a freelance designer & developer getting my start I focused on basic business needs and building client websites. I started freelancing while in school for Graphic & Digital Media Design. Responsibilities included:

- Graphic Design: Brochures, Business Cards, etc.
- Print Page Layout and Editing
- Web Design Layouts & Graphics
- Web Development

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## Programing Languages, Frameworks, Technologies, Guidelines & Skills

HTML5, CSS3, LESS, SASS, JS, jQuery, Sightly, AEM, WordPress, WooCommerce, Bootstrap, Git, WCAG, WAI-ARIA, Section 503 Compliance, ADA Compliance, Agile, Angular, React, React Native, Grunt, Gulp, Webpack, UI Design, UX Design, Responsive Web Design, Front-End Development, SEO, Usability, Accessibility, Cross-Browser Compatibility, and more.

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## Education

### Bachelor's of Technology, Digital Media Design

*Baker College of Clinton Township, 2009 - 2011*

### Associates of Business, Graphic Design

*Baker College of Clinton Township, 2006 - 2009*

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## Certifications

### Adobe Experience Manager/AEM 6.0 Developer

*Adobe, June 2015*

## Volunteering

### Leader of Metro Detroit WordPress Meetup

*August 2013 - Present*

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## Honors & Awards

### Optum.com - 2016 "Best Site Design" Platinum Award

Optum.com won a Platinum Award from eHealthcare Leadership for "Best Site Design" for a Corporate Vendor/Agency Site. The team I was a part of from October 2015 to April 2016 was responsible for the Architecture, Design, Development and Content for the website's redesign.

<http://www.strategichealthcare.com/Data/Sites/33/media/web-awards/award-winners/2016awardwinners-sitedesign.pdf>

Nov 2016 - Healthcare Leadership

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### Optum.com - 2016 "Best in Show"

Optum.com was awarded a "Best in Show" for Website Features - Structure and Navigation. The team I was a part of from October 2015 to April 2016 was responsible for the Architecture, Design, Development and Content for the website's redesign.

<http://www.w3award.com/winners/gallery/?search=optum.com>

Nov 2016 - W3award.com

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**UHC Military & Vets - Collaboration Recognition**

**Optum Market - Performance Recognition**

**Optum (UXDS) - Relationship Recognition**

**Employee of the Month Dec 2012 - Search Optics**