

Eric Malcolm - Senior Web Developer, Designer & Strategist

313.434.5048 | eric@malcolmdigital.com | <http://ericmalcolm.com> | <https://www.linkedin.com/in/ericmalcolm>

Summary & Skills

I develop object-oriented clean front-end code and lead accessibility efforts on agile development teams. Previously, I 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 / AJAX / JSON / Angular / React
- Bootstrap / Foundation / HTML Emails
- Grunt / Gulp / Webpack
- Design, Architecture & Code Reviews
- Code Management / Version Control (Git)

User-Centered Design & Development:

- Usability / UI / UX Focused
- Mobile First / Responsive Design

Accessibility (a11y):

- WCAG 2.0 AA, WAI ARIA Authoring, Section 508, ADA Compliance

Information Architecture:

- Content Structure & Strategy
- Search Engine Optimization

Software Development Life Cycle:

- Agile/Scrum Methodology
- Acceptance Testing & Validation
- Environment Management & Deployment
- Continuous Integration & Deployment with TeamCity & Jenkins

Leadership & Workflow:

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

Adobe Experience Manager (AEM/CQ):

- 5.6, 6.0, 6.1, 6.2, & 6.3 - AEM 6.0 Certified
- Sightly Component Development, Touch-Optimized UI, Templates, Workflows, API Implementations
- AEM Environment Architecture and Configuration
- Working with OSGi, CRX, JCR
- Authoring, Publishing, and Activation

WordPress / WooCommerce Design & Development:

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

Experience

Front End Accessibility Developer

June 2018 - Present

Regions Bank

Birmingham, AL

Responsible for the accessibility compliance efforts on multiple agile teams supporting a large scale project.

Responsibilities include:

- Reviewing Websites and Web Apps to Meet WCAG 2.0 AA, Section 508 & ADA Compliance
- Coding, Testing & Debugging the Front-End of Websites & Web Apps
- Building Responsive Accessible Components with an Internal Design System

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 / SASS / JS / AJAX / JSON / Angular / React / React Native / WordPress / PHP

Senior Web Developer - Team Lead

May 2014 - June 2018

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 / JS / AJAX / JSON / AngularJS / AEM
- Building Accessible Websites and Web Apps to Meet WCAG 2.0, Section 508 & ADA Compliance
- Planning, Facilitating & Building Responsive Sightly Components with AEM 5.6, 6.0, 6.1, 6.2 & 6.3
- Creating Usable Websites / Web Apps on Multiple Devices, Browsers and Screen Sizes

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

Lifestyle Lift

January 2011 - January 2012

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

Freelance

June 2008 - September 2010

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

Programming Languages, Frameworks, Technologies, Guidelines & Skills

HTML5, CSS3, LESS, SASS, JS, jQuery, Sightly, AEM, WordPress, WooCommerce, Bootstrap, Foundation, HTML Emails, Git, WCAG, WAI-ARIA, Section 508 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.

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

Certifications

Adobe Experience Manager/AEM 6.0 Developer

Adobe, June 2015

Leader of Metro Detroit WordPress Meetup

August 2013 - Present

Volunteering

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

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

UHC Military & Vets - Collaboration Recognition

Optum (UXDS) - Relationship Recognition

Optum Market - Performance Recognition

Employee of the Month Dec 2012 - Search Optics