Lise LaTorre

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Profile

With over twelve years experience in web development, Lise knows how to strategize the success and use of a range of website styles, and has the technological expertise to implement that plan. As a team player with strong organizational skills, attention to detail, and a focus on meeting the deadline, she delivers work in an efficient manner while creating products of the highest quality. With a driving need to always be learning, the optimal work environment is one that promotes the acquisition of new/expanded skills.

Advanced Technological Skills

- Expert level hand-coded HTML (5 and 'classic") and CSS
- Intermediate-Advanced hand-coded JavaScript, jQuery
- Training and experience coding in RoR, JSP, PHP and MySQL
- Version control using SVN, Subversion and GIT
- SEO in the post-PANDA and PENGUIN era
- Page performance enhancement
- Section 508c Accessibility Compliance
- Employing LESS to enhance CSS through the use of partials, variables, mixins and functions
- Graphic creation and compression in Fireworks and Photoshop

Advanced Strategic and Organizational Skills

- Deep awareness of the combination of structure and flexibility needed to sustain dynamic, large-scale sites.

- Extensive experience in managing simultaneous projects from beginning to end.

- Comfort in a senior/lead role, setting code and browser support standards, creating code repositories, running front-end related code reviews and providing mentorship for best practices and expanding front-end related skills team-wide.

- Comfort filling a range of roles in a website development project, from running the show to subcontracting as an HTML/CSS/JS coder.

- Knowledge of the technology available and the degree to which it is applicable to the target population. This includes the latest technology as well as the tried and true.

- Experience working with staff members with limited technological experience, explaining technology with clarity, patience and fun metaphors.

- A work ethic that stresses honesty and exceptional performance, based on teamwork and independent motivation, organization of time and materials, attention to detail, clear communication and an insistence on meeting deadline.

- Understanding of the differences among commerce, brochure, community and informational websites, and how to organize and implement an individual site to accomplish the goals inherent in each type.

Employment History

Front End Lead Developer at Limos.com
March 2011 to February 2013
CSS, JS and RoR for high-volume ecommerce site with responsibility for front end code among a small team of full-stack developers

Skills employed:	
	Feature and design implementation using CSS, HTML, JS, jQuery, JQTools, RoR.
	Integration and customization of jQuery-based tools.
	SEO in the post-PANDA and PENGUIN era.
	Worked independently and collaborated in an effective Agile environment.
	HTML email.
	Social media strategy.
	Customization of the company Facebook page.
Recent projects:	
	Successfully led a front end redesign and clean up project by:
	- hiring, supporting and coordinating quality support contractors - coordinating and troubleshooting with product management, design and QA - establishing a new CSS/HTML code base taking advantage of LESS compression, a grid system and supporting a progressive enhancement approach to browser support, and - hitting a deadline that moved up by 10 days and included a scope creep of a dozen pages. - developing nested layouts in the Ruby code to allow for quick and clean updating and deployment of related pages
	Created browser support and code quality standards and trained staff in the means to achieve them

	Transitioned the JS code base on entry pages away from a cluster of plugins and JQuery UI towards the use of a consolidated, cleaner library (JQTools) Advocated for the implementation of a development process that allows for clearer specs and goals by the time the project reaches the technological team Cleaned up the existing CSS/HTML code base significantly, writing CSS, HTML and JS that is reusable, extensible and standards compliant. Code reviewed peer front end code to achieve the same.

Freelance UI Engineer/Front End Web Developer
June 2008 to present
Clean, efficient, browser-friendly, hand-coded CSS and JavaScript in PHP, Ruby or JSP-based environments. Integration of jQuery-based tools, blog customization and HTML email

Skills employed:	Full web site production from PSD to FTP, including graphic optimization, hand coded HTML, CSS and JavaScript. Experienced working in complex commercial applications based in JSP, RoR and PHP. Interaction design and strategy. Integration and customization of jQuery-based tools. Custom templates and integration into WordPress and other third-party systems. Design direction and collaboration. Work independently and/or team collaborations in both Agile and Waterfall work styles. HTML email.
Recent projects:	Sephora.com redesign and rebuild HTML emails for Belardi Ostroy HTML emails for Stella & Dot www.gamesradar.com restructure project.

| | Integrating jQuery-based tools for AB SCIEX (http://www.absciex.com/mk/get/AB_SCIEX_5600)

www.lifebalanceinstitute.com.

www.dharmawisdom.com

www.SFUNITY.org.

Smart.fm reskin (CSS3, HTML5, jQuery).

Addicting Games social networking features and site wrapper.

www.businessbreakthroughtechnology.com.

Multiple sites and widgets for UCSF.

HTML emails for SurveyMonkey (direct client) and Apple (sub sub subcontract).

www.redegggallery.com.

Templates for Drupal-based site (www.llatorre.com/StopAIDS), |
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Barclays Global Investors
March 2007 - October 2008
Developed user interface for internal and public facing sites in a Java-based environment

| **Skills employed:** | CSS, HTML, JS, JSP, JSTL.

Spatial layout and interaction design of data-heavy content.

Participation in Agile Development process .

Provided the full front end code (CSS, HTML, JS) for a new web site for the launch of iShares in Australia. |
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| **Work sample:** | www.ishares.com.au |

InMotionMedia, Inc
August 2000 to December 2007
Sole owner of successful web site development company with a focus on nonprofit organizations and socially-oriented small businesses.

Skills employed:	Full web site production from PSD to FTP, including graphic optimization, hand coded HTML, CSS, DHTML, JavaScript, PHP, MySQL and Flash animation.
	Information architecture and usability consultation and collaboration with clients to develop a site uniquely suited to their individual organization.
	Design direction and collaboration. Design and creation of HTML newsletters.
	One-on-one HTML and site update training with non-technical staff members.
	Creation of database-driven functions such as a Members Only Area, privacy-protected data collection, a grant application and evaluation system and online event registration.
	Integration of streaming media and third-party software such as site search, weblogs, wiki, ecommerce and a community forum.
	508c compliance consultation and implementation.
	HTML newsletter templates.
Work samples:	See portfolio (from a few years ago) at www.inmotionmedia.net/what.html

Hotwire.com
Periodic contracting since August 2000, fulltime from October 2004 – April 2006
Senior front end developer for a leading online travel website.

Skills employed:	Full translation of designs into hand-coded HTML and DHTML using CSS for layout and integrated into a JSP environment.
	Establishment of best practices and strategy for clean and well-organized CSS and HTML that takes into account common IE-related bugs.
	Creation of documentation and processes to make the transition from specification and design to production smoother and more efficient.
	Implementation of version testing using tiles and XML. Direction and technical training to junior developers.
	Design and implementation of a modular system for HTML newsletter templates using the YesMail email blast system.

Workbox, Inc.
11/08/99–08/01/00

Acted as Production Director in a small web and print design boutique. After implementing a new work process, company productivity doubled. After converting the company to producing sites based on high-integrity hand-coded HTML and a focus on user-experience, the quality of the work delivered was perceived as increasing such that prices for a website went from $25,000 to $250,000 within six months.

Skills employed:	Creation and implementation of a design/production process, hand-coded HTML, JavaScript, Flash animation, graphics optimization, production of demonstration sites for start-ups, material management, staff training, client contact, supervision of the production process and staff, coordination with back-end developers.
Sample Clients:	Gensler, Provinia, SkillsOne.

Red Eye Digital Media
03/01/99–11/05/99
As a fulltime Production Engineer Lise contributed to large scale projects for Saturn Cars, PetStore.com, PG&E, SRI and Genentech. Additionally, she contributed to the intranet tools, restructuring the resource center and updating the corporate HTML standards for consistent, accurate code.

Skills employed:	*Web page production* including tight HTML code, JavaScript, graphics optimization. *Client contact* including gathering updates, clarifying needs, setting delivery schedule. *Intranet development* involving restructuring of in-house resource center, updating HTML standards, procuring training materials, establishing external resource lists.
Sample Clients:	Saturn Cars, PetStore.com, PG&E, SRI and Genentech.

References

Available upon request. In the meantime, please see recommendations on LinkedIn:
http://www.linkedin.com/in/LiseLaTorre