

Michael J. Kidd

Front-End Web Developer/UX Developer

248-224-3435

mike@kiddcreative.com

6441 Willow Rd.,
West Bloomfield MI 48324

www.kiddcreative.com

Wide and varied technical experience in front-end web development and web design. My background in both creative and technical disciplines gives me a unique perspective in projects where the two overlap.

Can organize and implement complex projects requiring input from multiple people and finish on deadline and on budget.

Proven track record of saving money: always looking for ways to cut costs in IT projects while maintaining or improving efficiency, reliability and security.

PROFESSIONAL EXPERIENCE

Senior Front-End Web Developer

Concentrix, Farmington Hills, MI: November 2017–Present

Primary front-end web developer for Marketing Services Department.

- Build front ends of websites and web portals for automotive companies such as Ford and Mazda using HTML5/CSS3, Bootstrap 4, JavaScript and JQuery.
- Develop HTML Marketing emails for automotive dealership support services.
- Closely coordinate projects with both local and offshore back-end developers and IT Managers.
- Currently involved in major project to build a web portal template using Lightning Web Components in Salesforce development platform.
- Learning Angular development framework.

Front-End Web Developer

RepairClinic.com, Canton, MI: May 2010–October 2017

Web designer and developer for ecommerce retailer selling replacement parts and maintenance products for over 200 appliance, lawn equipment, power tool and HVAC brands.

- Designed, built and maintained the front end of the main company website using HTML/CSS and JavaScript. Worked closely with back-end programmers in a .NET MVC environment writing markup and code using Visual Studio.
- Worked with several departments to design and implement projects that optimize the website's conversion performance and enhance UX/UI, utilizing user personas, user testing, stakeholder interviews, split testing, and wireframing.
- Designed and created online and print artwork for promotional projects requested by Marketing Department, using Adobe Creative Suite tools.
- Worked within Agile framework to complete projects in 2 week sprints.

Web Designer and Developer

Kidd Creative, West Bloomfield, MI: July 2002–Present

I've been building websites for freelance clients for 15 years. I develop fully responsive, modern websites using Adobe Creative Suite tools for mockups and wireframing, and building them using HTML5, CSS3/Bootstrap, JavaScript, and WordPress.

IT Manager

Volk Corporation, Farmington Hills, MI: November 1993–May 2010

Began as a Graphics Department supervisor for automotive supplier of marking and identification products. In June 2000 was promoted to IT manager.

- Developed websites and ecommerce solutions for Volk and its two satellite companies in Grand Rapids, MI and Cincinnati, OH, utilizing HTML/CSS and JavaScript.
- Maintained and upgraded PC and Macintosh networks. Directed installation and implementation of UNIX server and Enterprise software used by Volk and its two satellite companies.
- Improved order processing efficiency by mapping EDI (X12 and EDIFACT) order and invoice templates to Volk's ordering system.
- Was integral part of adopting ISO 9000 processes in a production environment and securing ISO certification.

SKILLS

HTML5

CSS3

JavaScript ES5/ES6

7 years of experience working in
.NET MVC environment

Angular

Salesforce/Lightning Web Components

Bootstrap/Responsive Design

UX/UI

Adobe Creative Suite

EDI (X12/EDIFACT)

WordPress

Agile Methodology

HIGHLIGHTS

Was appointed to CMMI internal audit team, participating in a 5 day audit of Concentrix business processes.

Directed a major website redesign, moving to a flat design aesthetic in 2014.

Improved website efficiency by optimizing images and moving "above the fold" CSS to load inline, per Google recommended best practices.

Migrated Volk's secure network with satellite companies from frame relay to VPN connection, saving Volk \$10,000 per year.

Saved several thousand dollars per year by renegotiating contracts for Volk's telecommunications and internet providers.

EDUCATION

Bachelor of Fine Arts, Advertising Design
Wayne State University; Detroit, MI

Udemy.com – Angular

FreeCodeCamp.org– JavaScript, Bootstrap

Codecademy.com– JavaScript ES6