

STEPHENJGAINES

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HELLO@STEPHENJGAINES.COM • STEPHENJGAINES.COM • LINKEDIN.COM/IN/STEPHENJGAINES



WEB DESIGNER /DEVELOPER + UX/UI

Modern, forward-thinking Web Designer / Developer + UX/UI with 10 years' experience structuring, developing and implementing interactive websites. Continually seeking creative challenges. Tenacious problem solver who enjoys "figuring things out." Highly collaborative developer adept at incorporating feedback into new iterations while keeping a consistent experience. Committed to craftsmanship.

SKILL TOOLBOX

Superb Communication	WooCommerce	Responsive Design
Strong Problem-Solving	HTML/CSS (Hand-code)	UX Optimization
Genuine Empathy Skills	Adobe XD/Photoshop	UI Implementation
Self-Motivated	PHP/jQuery/JavaScript	Prototyping/ Wireframing
WordPress	Sketch/Omni Graffle	Bootstrap & Parsley Frameworks

FREELANCE

VARIOUS PROJECTS | JANUARY 2013 - MAY 2018

I've worked had various part-time & full-time freelance since January 2013. Projects include, WordPress, E-Commerce using WooCommerce, Web Monetization Strategies, SEO, Digital Marketing and WordPress site recovery and repair.

FREELANCE PROJECT | WIX WEBSITE DEVELOPMENT

Embers Out Wix Website Project | Mar 2018 - May 2018

Successful website relaunch that included updated design and copy, downloadable spec sheets & installation docs, updated graphics, fine-tuned mobile responsiveness, On-page SEO, Google analytics and Google search console connections, and custom privacy policy and terms of use statements.

FREELANCE PROJECT | DIGITAL MARKETING AND WEB MONITIZATION

Greg Aiello Monetization Project | Nov 2017 - Mar 2018

Responsible for researching and producing E-Commerce and monetization strategies. Responsible for creating PowerPoint slides for pitch and project updates. Designed temp website and e-commerce wireframes.

FREELANCE PROJECT | WORDPRESS WEBSITE RECOVERY

Smith, Hall, Strongin | Jan 2017 - Apr 2017

WordPress site recovery. Security recommendations. Recommended architectural improvements. Recommended design solutions and integrations. Perform on-going site maintenance and updates. Chronological list of Freelance Projects

Complete chronological list of freelance projects available at:

<https://stephenjgaines.com>

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EMPLOYMENT

DIRECTOR OF DIGITAL MARKETING

WEB DESIGN, ECOMMERCE, DIGITAL MARKETING + UX/UI

KMG Imports, Irvine, CA | Jun 2017 – Oct 2017

Implemented a customer experience (UX) improvement strategy for improving the customer experience of browsing, ordering and receiving E-Cigarette devices, accessories, and juice. I personally, replaced the E-Commerce website with a fresh install of WordPress + WooCommerce. The update featured a clean modern look, full responsiveness, much improved “On-Page” SEO, improved product search, improved product recommendations, improved product visuals, custom PHP plugins, and a reduction of non-essential plugins. Ensured State of California & Federal compliance for online e-cigarette sales. Improved data integrity by ensuring all sellable inventory contained the correct product information, images, alt tags, WP tags, correct categories, and visible online. UI enhancements immediately improved shipping selection and site navigation. Introduced a set of product visual standards that included enhanced product photography, pre-sales video and font usage. The new site also included the addition of Google Analytics, Search Console, Tag manager and SEOmoz. All Improved data visualization, trend and behavior monitoring. Print projects included an updated logo, business cards, event banners, and materials.

SENIOR WEB DEVELOPER / DIGITAL PROJECT MANAGER / DIR MARCOM

WEB DESIGN, SEO, DIGITAL MARKETING + UX/UI

Morningside Recovery, Irvine, CA | Jun 2014 - Aug 2016

Optimizing the pre-sales user experience remained constant during my tenure at Morningside Recovery. I successfully planned and implemented regular updates to Morningside’s five web properties including: HIPAA compliance, SEO, reputation management, theme updates, UI design improvements, mobile responsive updates and security enhancements. SEO Web authority gains were achieved with usable, shareable content for trending substance abuse concerns like counterfeit Xanax and party drugs. Web Chat reduced call wait times and Call Tracking Software improved the pre-sales user tracking and data transparency. I grew and led a team of six (Dev, SEO, Content & Social Media) to support out of state expansion. Spearheaded digital signage pilot program set to deploy in every location. Recognized for successful pre-launch of Austin Texas project and various print projects.

STORE MANAGER | BRICK & MORTAR UX

Microsoft, Corp., Westfield Century City, Los Angeles, CA | Jan 2011 - Jul 2012

Led store team in the grand opening of LA’s first Microsoft Store. My team and I ensured user experience was unique, informative and overall fun! We introduced, sold and serviced Microsoft’s products including, Windows Phones, X-Box, Office 365, and Microsoft Signature PCs. Led the store team through several high-profile product release and in-store celebrity events.

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CUSTOMER EXPERIENCE CONSULTANT | BRICK & MORTAR UX

Crossover Health, Aliso Viejo, CA | Jun 2010 - Oct 2010

Played a key role in the medical group's healthcare subscription program in partnership with HelloHealth's medical portal product.

STORE MANAGER | BRICK & MORTAR UX

Apple Store Newport Beach, Costa Mesa and Brea, CA | Aug 2001 - May 2010

Strived to create an inspirational user experience for both employees and customers. Built a dynamic team that delivered engaging learning, shopping and support experiences. Recognized as a leader in customer satisfaction, year-over-year revenue growth, and customer loyalty. Led teams through countless high-profile announcements and product releases. To ensure the user experience remained extraordinary, everyone, me included, maintained solid product knowledge, awareness of all promotions and recognized opportunities to up-sell with third party products and accessories.

WEB DEVELOPER

QuickStart Technologies | Dec 1998 - Mar 2010

My first paid Web Developer job! Worked with the E-Training team to build on-line training including UI simulations. Helped streamline production that allowed rapid development.

EDUCATION

BS Business Administration

University of Phoenix, Fountain Valley, CA - Aug 1995 - May 1998