

DEREK RUSH

WEB DESIGNER/DEVELOPER

OBJECTIVE

Web developer with design and usability experience looking for challenging projects that let me expand my Ruby on Rails and jQuery skill set while producing agile web applications.

PROFILE

Highly motivated web developer and designer with 5+ years of GUI experience and 3+ years coding including a strong understanding of usability practices, DRY, and databases (SQL and NoSQL) . Proven leadership and work ethic. Managed the creation of GUI's for \$25 million software company in 2003. Experience in a fast-paced startup environment facilitated development of valuable skills such as flexibility/adaptability in leadership role and a strong self-start attitude.

EXPERIENCE

FREELANCE LAKE FOREST, CA 2007-PRESENT

- ❖ **My Nationwide Tag** - The Bar Pages needed a custom website built for Nationwide that would let nationwide employees create personalized 2D barcodes. These barcodes once scanned would bring up a personalized mobile phone website. I was brought in towards the end of this project to implement a recurring billing system, give it a quick facelift, and set up the background processing of the barcode
- ❖ **NuTheory Portfolio Redesign** - Newest iteration of my personal portfolio built on Rails 3. Every few years I decide to redo my portfolio and in doing so I try to expand my set of tools. In the most recent iteration of NuTheory I decided to try a few new gems. New to me this time around were Haml, Sass, and Dragonfly.
- ❖ **Upfront Consultants** - This is a New Media SEO & Marketing Agency that I helped start by managing technical aspects outside of SEO. Specifically, I set up small Wordpress websites for many clients, managed all DNS/Hosting responsibilities, and consulted clients on recommended technologies.
- ❖ **Kajabi** - Kajabi is a push-button marketing platform built on Rails that enables the user to elegantly launch products, and manage a membership site to digital content. I came in to help them clean up the admin side of their application (mostly ajaxing functions like sorting, drag to order, and simple forms using jQuery) and build a templating system so each Kajabi account could be branded.
- ❖ **Mio** - Micro-blogging social network similar to Twitter and built using PHP. I contributed the designs, XHTML and CSS for the prototype. I then revisited the project a year later to contribute Twitter API integration, a help system, help with the redesign, and created an admin system for the CEO. I also built a small marketing splash page on Rails to gather email addresses.
- ❖ **Sunquest Builders** - Contracted to build a corporate website to facilitate customer contacts, job estimates and emergency service requests. This required a backend CMS that manages clients and requested services. Built on Rails, using MySQL and jQuery.
- ❖ **Red Bull Skateboarding** - Helped design logos and a blog for a planned ad campaign. The ad campaign will be focused largely online with the blog (in production) and viral videos.

LEAD INTERFACE DESIGNER, FOLDERA HUNTINGTON BEACH, CA 2003-2007

As one of the founding members of this company I had many different roles. These included Front End Programmer, Assistant to the CEO, Interface Designer, Usability Engineer, and GUI Manager. My primary responsibility was Interface Design for this company specializing in web-based workgroup collaboration software.

- ❖ Created a set of guidelines for the GUI team that focused on reducing the amount of clutter on each design.
- ❖ Designed interfaces to incorporate input from multiple sources, such as business development, customer relations, quality assurance, and executive management.
- ❖ Developed site maps, information architecture, and interaction flows.
- ❖ Co-created all the initial HTML and CSS for the GUI's.
- ❖ Performed regular usability audits of the application.
- ❖ Managed all bug reports that were GUI related.
- ❖ Created logos, business cards, and investor brochures.

WEB DEVELOPER, EXTERIOR ARTS ALISO VIEJO, CA 2001-2003

As a web developer at Exterior Arts I was in charge of building and maintaining an online landscape and plant database using Microsoft SQL and C#.

- ❖ Developed and maintained the company website including a robust searchable database of landscape elements and styles with a plant library searchable by plant features.
- ❖ HTML developer for proprietary software program that allowed clients to work with project manager on custom landscape designs.
- ❖ Managed printing services for the company including AutoCAD Plotting of landscaping plans.

SKILLS

XHTML, CSS, Ruby on Rails, MySQL, Usability Engineering, Photoshop, Fireworks, Illustrator, InDesign, Flash, SVN, TextMate

A FEW FAMILIAR RUBY GEMS

Devise, Mongoid, Dragonfly, CarrierWave, Haml

REFERENCES

Available upon request.