Danielle Lombardo
Web Developer & Designer

Danielle@DanielleLombardo.com

Experience

Senior Web Developer   Toys"R"Us

June 2016 – Present   Wayne, NJ

I was brought in as the first web developer on a new team for the Toys"R"Us optimization program. There was a vendor, Brooks Bell, in North Carolina, which I got to visit and train with their developers when I first started, which got me in the testing mindset. Since the internal Toys"R"Us team was very small, I got to attend every meeting and really work side by side with our analytics team to fully strategize tests from start to finish. I worked primarily in vanilla JS and CSS to manipulate their current website via mboxes from Adobe Target. After getting back to the basics this past 10 months, I feel confident in moving towards new learnings, like React and Jade.

PM Tech Lead, Web Developer & Analyst   Sooryen Technologies

March 2014 – May 2016   Oradell, NJ

At Sooryen, I've become certified as a Moovweb developer and been involved in the hiring process and developer management, participating in remote office delegation and client facing activities. Brand management, creating scopes of work and analysing the incoming data is making me a smarter developer and I can also assess the needs, goals, and future applications that would increase the clients ecommerce conversion rates. I am also very hands on with the development (HTML, CSS and Javascript) and I do the code reviews for my team, staging and production pushes for the 1800Flowers brands both mobile and tablet. Every day I learn something new from the client projects, such as working with their AB testing platforms (previously Adobe Target and currently Moovweb Modes) and their third party containers to maintain their pixels and analytics implementations (previously Tealium and currently Signal)

Web Developer & Database Programmer   DealerX

April 2013 – March 2014   Edgewater, NJ

Started at this position doing mostly entry-level web design work, creating paid search ad banners and maintaining client sites. In a short time, I moved forward learning more about their specific Wordpress CMS based platform and now I help to maintain and add new features to it, expanding my PHP skills drastically. I also dedicate a lot of my time managing and cleaning up their heavily used databases of vehicle inventories.
Responsibilities included:
- Designed with Adobe Photoshop CS6 and developed new UI for DealerX car dealership client websites (example: http://viphonda.com) with HTML5, CSS3 and JavaScript within Wordpress CMS and a Foundations framework (http://foundation.zurb.com) for responsive web design
- Worked with the team to develop and launch a national certified pre-owned Volkswagen website for WorldAuto (example: http://worldautocertified.com) using PHP, MySQL, phpMyAdmin, HTML5, CSS3 and JavaScript
- Maintained, brainstormed and developed new features for the DealerX Wordpress CMS based custom plugin using PHP
- Programmed custom data importers with PHP executed via command line to clean and import large vehicle inventory feeds into MySQL databases, which run automatically with CRON jobs

Team Leader of Web Development   Giovatto Advertising

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April 2011 – April 2013   Paramus, NJ

Strategized, created, tested and launched email blasts, landing pages, microsites and websites for many different types of clients, including automotive dealers and technology retailers.
4 recommendations available upon request.
Responsibilities included:
- Brainstorming and managing a small team of web designers and developers to carry out interactive web and digital projects for Giovatto's variety of clients
- Programmed from scratch and maintained custom Worpdress CMS themes with custom field templates and custom post types with PHP, HTML5 and CSS3
- Used simplified HTML and internal CSS to program email blasts, which are functional and esthetically designed to work well in all current versions of email clients.
- Built interactive advanced flash banners and applets with Adobe Flash CS6 using Actionscript 2.0 and 3.0 for paid search campaigns and large websites (example: http://www.gediabetes.com)
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Graphic Design & Web Design Instructor   William Paterson University

July – August '08, '09, '10   Wayne, NJ

Taught over the summers, teaching for William Paterson's Center for Continuing Education. Mostly middle school children from Paterson, NJ and other Passaic County towns, in the basics of Adobe Photoshop CS5 (which was the current creative suite at this time) and graphic design principals or Adobe Dreamweaver CS5 and beginning web design & development.
Responsibilities included:
- Creating hour-by-hour lesson plans to keep each child engaged as well as challenged in projects that helped them learn the beginnings of functional design.
- Before working in Adobe Dreamweaver CS5 with the students, I taught them basic HTML and inline CSS programming which made them appreciate the ease of Dreamweaver

Education

William Paterson University of New Jersey   Fall 2005 – Fall 2009
Bachelor of Fine Arts
Concentration in Graphic & Web Design   GPA 3.6
Design Work
Advanced Graphic Design, Advertising Design, Computer Painting & 2D Art, Illustration: Fine Art & Design, Flash Web Design, Interactive Online Media, Package Design, Print & Publishing, Typography, Web Design and Visual Communications
Operating Systems: Mac OS X, Windows XP Professional and Windows 10
Languages: HTML, CSS, Javascript, PHP, MySQL, ActionScript 2.0 and 3.0
Software: Sublime Text 3, Moovweb, Adobe Creative Suite (DreamWeaver, Flash, Photoshop, Illustrator & InDesign), QuarkXPress, Google Adwords Editor, Google Analytics, IBM Coremetrics, Microsoft Office, Fetch, Cyberduck, FileZilla, Transmit, MAMP, phpMyAdmin and Wordpress CMS
Other: Knowledge of Current SEO Practices, A/B Testing, Third Party Pixel Containers, Strategic & Organizational Planning and Analytics Reporting & Website Promotion

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Personal Portfolio Website
http://daniellelombardo.com/portfolio/web

B&W Tek Webinar Archive Site
http://bwtek.com/webinars

This site as a whole was entirely designed and developed by the team I managed at Giovatto Advertising. The webinars section in particular is what I programmed solely as an add-on after the site was launched, based in Wordpress CMS and the work here is PHP within the custom Wordpress theme.

Endrit Hajno Portfolio Website
http://endrithajno.com

This was a full web project I recently did for a small freelance client. Endrit Hajno wanted me to design a minimalistic Wordpress CMS theme for him that was responsive for easy viewing on all devices while highlighting his portfolio and skills. I created this theme from scratch using HTML, CSS and PHP using the Wordpress CMS to make a fully functional back end that Endrit could update himself.

Crown Billiards Site
http://njcrownbilliards.com

This is a site I maintain for my family's business. It's a constant work in progress, which I write copy for and strategize online marketing campaigns for. It's very simplistic but as a whole this project has become the basis of my social media, marketing and web development experiments and education.