Danielle Lombardo
UI Developer

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cell: 973-800-4194

Sr. Associate, UX Development   **Bed Bath & Beyond**
April 2018 – Present   Union, NJ

Senior Web Developer   **Toys"R"Us**
June 2016 – May 2018   Wayne, NJ

I was brought in as the first web developer on a new team for the Toys"R"Us optimization program. Since the internal team was small, I got to attend every meeting and really work side by side with our analytics team and backend teams to fully strategize UX and UI changes from start to finish.

- I was working primarily with vanilla JS and CSS to build hotfixes and user facing A/B Tests exclusively through Adobe Target.
- The company went through a restructuring and now my position is as a senior front end software engineer for the UI department, with a concentration on the path to product and customer profile sections of the new webstore.
- I worked with Java J2EE technologies, JS, and CSS on the code base with Oracle ATG servers, Oracle BCC and Endeca for content management.
- Finally worked on building out the UI for the new AWS stack customer account pages using Node.js, React and Redux with an API layer being proxied through ATG servers.

PM Tech Lead, Web Developer & Analyst   **Sooryen Technologies**
March 2014 – May 2016   Oradell, NJ

At Sooryen, I became certified as a Moovweb developer and had 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 made me a smarter developer, able to assess the needs, goals, and future applications that would increase the client's ecommerce conversion rates.
- Very hands on with the development (HTML, CSS and Javascript) and I did the majority of code reviews for my team, staging and production pushes for the 1800Flowers brands both mobile and tablet.
- Every day I learned 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
- 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

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Education

William Paterson University of New Jersey   Fall 2005 – Fall 2009
Bachelor of Fine Arts
Concentration in Graphic & Web Design   GPA 3.6

Programming languages
CSS/SASS/LESS, HTML, Javascript/jQuery/Angular/Node/React/TypeScript, PHP, Tritium
Operating systems macOS 10.12 Sierra and below, Microsoft Windows
Tools and platforms
Sublime, VS Code, GIT version control, Adobe Creative Suite, Google Analytics, IBM Coremetrics, Adobe Analytics (Omniture and SiteCatalyst), Adobe Target, A/B Testing & Strategies, FTP, Wordpress, MAMP, phpMyAdmin, Oracle ATG, BCC and Endeca, Bootstrap and Foundation Frameworks, IntelliJ, Eclipse, Knowledge of Current SEO Practices, Third Party Pixel Containers like Tealium and Google Tag Manager, Ecommerce and Retail Strategies, Organizational Planning and Analytics Reporting

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

1800Flowers Mobile Site   https://m.www.1800flowers.com/
My team while I was at Sooryen built this mobile site using the Moovweb platform, which basically allows us to transform the content provided by 1800Flower desktop site into a practical mobile experience. Each week I handle maintaining our tickets, speaking directly with the client on timelines, working directly with my developers to build new features and get new fixes out to staging first, then we start our QA process, and once that's complete and the client signs off I do production pushes.

J&M Gourmet Foods   http://jmgourmetfoods.com/
This was a start to finish overhaul of an old static landing page site into a fully working woocommerce wordpress site for a company which a friend was associated with. I worked alone as a freelance web developer on this work. Since it's launch in 2014, the store is completely handling all site updates and product changes.