Michael Sweeney

Front-End Web Developer & Designer

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Overview

I’m a front-end web developer and designer with over 15 years of experience, dedicated to creating pixel-perfect, responsive websites that work seamlessly across all platforms and are accessible to all people. I am passionate about staying current with the latest trends and technologies, keeping my design and development skills aligned with modern standards.

Experience

Publisher’s Clearing House, Front-End Developer - 05/2019 - 10/2024

* Developed and maintained high-traffic landing pages from concept to completion, managing hundreds of campaigns simultaneously. These pages were dynamically driven and used XML data to populate the front-end.
* Used the latest WCAG standards, incorporating semantic HTML and ARIA roles to boost accessibility. Ran compliance checks on screen readers and tested with tools like Axe, BrowserStack, and VoiceOver to ensure sites are user-friendly for everyone.
* Built and managed a Vue.js component library in Storybook JS, improving development efficiency and consistency across projects.
* Designed, built, and managed complete websites from scratch for various products.
* Contributed to Vue.js and Laravel-based projects, enhancing site functionality and user experience.

*Day to day: HTML5, CSS3, JavaScript, jQuery, XML, Vue3.js, LIT, React, Storybook, PHP, Laravel, Adobe CC/Photoshop, Figma*

GiGi New York, Web Content Manager - 01/2019 - 05/2019

* Built sites and managed content for a large-scale eCommerce site, optimizing for high traffic, SEO, and performance across all devices.
* Reached out to and collaborated with influencers who aligned with the brand, driving engagement and visibility.
* Executed ad campaigns across multiple platforms, including Facebook, Instagram, Google, and Reddit, others, to optimize performance and expand reach.

*Day to day: E-Commerce, interacting with influencers, handle social media and ad campaigns, retouch/take product photos, IT and server management*

Slightly Mad, Director of Web & Interactive - 02/2017 - 01/2019

* Successfully lead a small team of developers and designers to make sure all client deadlines are made and the finished product is above and beyond their expectations.
* Designed, developed and launched multiple websites for high-end clients receiving heavy traffic.
* Built custom Joomla! and Wordpress templates from the ground up into fully responsive websites.
* Oversee marketing campaigns and social media efforts.
* Set up and monitor tracking campaigns using Google Analytics and MixPanel.
* Lead the SEO efforts for over 20 client websites and all future websites. From improving semantic HTML markup, to scouring for backlinks and hunting down 404s.

*Day to day: Team meetings, HTML, CSS, JavaScript, jQuery, PHP, SharpSpring, MixPanel, Photoshop, Server Management & Maintenance, Email HTML, CMS WordPress, Joomla!*

PlayPhone, Front-End Developer & Designer - 02/2011 - 01/2017

* User interface & user experience design & development for internal and external sites, including the company site.
* Assisted in building a mobile social games web app with thousands of daily active users and thousands of games which included large tournaments.
* Designed & developed hundreds of high traffic landing pages that were mobile first, responsive, & cross-platform.
* A/B testing of landing pages and campaign tracking for million dollar advertising campaigns that reached hundreds of thousands of people.

*Day to day: HTML, CSS (SASS), JavaScript, jQuery, PHP, GIT, JIRA, Tracking platforms, Adobe Photoshop, Optimizely*

Skills & Education

* HTML/CSS/JS, SASS, JavaScript frameworks (React, Vue.js, jQuery), Storybook JS, PHP, Laravel, MySQL, CMS (WordPress, Joomla!), Photoshop, Illustrator, Figma, Sketch, Adobe XD, GIT, RESTful API integration, Accessibility, Communication
* Briarcliffe College, Bethpage, NY. Bachelor of Fine Arts in Graphic Design. 3.5 GPA.

For samples, please visit my portfolio [https://swee.me](http://swee.me).