Aric Watson

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SUMMARY:

- 23 years of direct web development experience
- Master's degree in Human-Computer Interaction from the University of Michigan
- Bachelor's degree in History from Denison University.

CAPABILITIES:

- Has worked in Agile, EOS and XP methodologies
- Experience building, securing, optimizing, updating and maintaining websites and web-based applications in a mainly LAMP environment.
- Experienced with a wide variety of technologies including PHP, Python, Perl, Jira, Postgres, MySQL, HTML, CSS, Javascript, jQuery, React, Smarty, Magento, ColdFusion, Git, VirtualBox, Vagrant, TDD, JSON, XML, Angular, AWS, Linux, WordPress, Drupal – and many others.
- Years of experience developing clean, reactive, hand-coded cross-browser compliant front-end code.
- Fourteen years of experience maintaining, expanding and updating high-profile, high-traffic websites operating in a load-balanced cluster environment.
- Skilled at working directly and collaboratively with clients and end-users
- Highly proficient with Windows, Mac and Linux systems
- Quick learner, experienced troubleshooter
- Experienced in auditing codebases for security best practices, as well as diagnosing and responding to compromised websites
- Usability expertise, including running user tests and focus groups, analyzing results, and developing tools to facilitate testing different information architectures with users.
- Experienced podcaster and audio editor
- Experienced conference presenter and booth worker
- Widely traveled, used to working in many cultures/timezones

EDUCATION:

Master of Information Science, Human-Computer Interaction Focus
University of Michigan School of Information, graduated 1999.
Coursework focused on usability, organization of information and using information technnology in real environments. Courses included:

- Evaluation of Systems and Services

- Web Design and Development
- Database Design

Bachelor of Arts, History
Denison University, Granville OH, graduated 1997.
Wide variety of history courses, also some coursework in Computer Science.

EXPERIENCE:
Snapdragon – Present
May 2002 – Present –Owner and technical director
- Cusotm developed and launched ecommerce platform integrating with established international point of sale vendor, currently running six+ ecommerce websites
- Updated and relaunched legacy websites with up to 90% reduction in hosting costs
- Established a reputable web design and development company working servicing clients including the University of Michigan, Flint Ink, Amazon and Recycle Ann Arbor
- Developed software to allow for rapid iteration and testing of different information architectures to meet the requirements of the UM Comprehensive Cancer Center.
- Developed and maintained a tracking system to allow the UM Dental School to track families for a multi-year study, as well as quiz and questionnaire systems used both for the study and for classwork.
- Built and maintain custom ecommerce and CMS platforms for clients.

Amber Engine – Detroit, MI – Director of Operations
October 2016 – March 2019
- Designed and managed processes in a rapidly changing, b2b environment
- Collaboratively worked on new product using TDD based Angular.
- Worked with senior leadership to optimize process and fix issues in a dynamic environment
- As a developer, learned a new stack and several new methodologies
- Developed a good working understanding of home furnishings industry
- Managed and implemented transition to new CMS
- Developed relationships with important members of the Magento community
- Learned about and helped maintain AWS infrastructure

Nexcess – Ann Arbor, MI – Web developer
November, 2007 – October, 2016
- Developed and implemented SEO and online marketing strategies for Nexcess.
- Primary supporting developer for important clients with large, high-traffic websites, developed systems to integrate with existing and third-party systems.
- Primary developer and troubleshooter for X17online.com, CrazyMonkeyGames.com, JoBlo.com, duties included design, development, SEO, maintenance, major redesigns and direct client relations.

- Lead developer on Magento Turpentine, a Magento extension allowing Magento to work with Varnish – including developer relations via github and conferences
- Collaborated on development of Sentry, a two-factor authentication extension for Magento
- Conceived and developed Alarmbell, a Magento security extension
- Assisted Nexcess clients with Mageno/Varnish/Turpentine issues
- Represented Nexcess at various conferences and meetups, including writing and delivering talks
- Skilled at troubleshooting in diverse environments, requiring expertise in analyzing and fixing problems in externally-developed applications.

Diamond Bullet Design, Ann Arbor MI - Web Developer
May, 1998 – May, 1999 - Intern and part-time employee
May, 1999 – August, 2002 – Full time web developer
- Refined deep grounding in developing highly usable, professional websites
- Worked with a wide variety of technologies on which I was self taught
- Direct liaison with clients
- Developed a variety of web applications, including ecommerce systems and time-tracking systems that are still used.

REFERENCES:
Available on request.