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virtualinkdesign.com

LinkedIn

linkedin.com/in/lee-moberly-6414442

Key Skills

- Long term strategic planning
- Dynamic team management
- Process and transition management
- Collaboration and team building

Technical Skills

AGILE | Scrum | Jira

HTML5 | CSS3 | ES6

PHP | MySQL

GitHub | GitPrime

Angular | React | Redux

Education

- BA, Texas Tech University

Phi Eta Sigma, National Honors Society

- Microsoft Access Application Certified Developer

Lee Moberly

Web Engineering Management

Experience

1/2015 to Present

DIRECTOR OF ENGINEERING

Loot Crate | Los Angeles CA

Engineering Management

- Provide technical leadership and oversight for Engineering teams across multiple concurrent projects
- Work collaboratively and iteratively with product managers, development teams and other stakeholders and set technical strategy for all web properties
- Manage career progression of team members, including hiring, performance reviews and salary decisions
- Manage development processes for ever-expanding product lines with multiple rollouts and demanding deadlines
- Supervise and mentor ten multi-discipline engineers across numerous, virtual development teams

Project Management

- Generate product roadmaps and provide long-term vision and future direction to the engineering team
- Interface and collaborate with multi-disciplined and multi-divisional organizations to create cohesive virtual teams
- Perform process improvements and ongoing cost reduction activities
- Primary technical contact for Marketing, Design and UX objectives to ensure consistent design quality
- Participate in executive level bi-monthly meetings for key technology, business direction and growth strategy decisions

Key Achievements

- Improved collaboration and communication with non-technical departments (Product, Marketing, Customer Support) to facilitate team building
- Initiated, planned, executed and managed the migration from Rails application to API-based React client
- Spearheaded multiple rebranding efforts across all web properties
- Organized and managed the transition from Alchemy CMS to Contentful CMS
- Established, maintained and evolved LC's "Best Practices" guidelines to ensure code quality and design patterns for clarity, extensibility and maintainability

2013 to
2014

LEAD WEB DEVELOPER

PaidPiper / XKlaim.it | Los Angeles CA

- Principal front-end Developer for flagship 'Offer Creation' Single Page Application
- Principal front-end Developer for Corporate branding site
- Principal front-end Developer for 'Offer Landing' Single Page Application

2007 to
2013

SENIOR PRESENTATION LAYER DEVELOPER

Razorfish | San Francisco CA

- Senior UI Developer for **US Cellular**
 - Developed HTML5/CSS/JS US Cellular's Mobile and Portal sites
 - Coordinate with off-shore resource team
 - Utilized hand-written JavaScript, CSS3 and HTML5 with an emphasis on performance, scalability and a positive user experience
- Lead UI Developer for **JPMorgan Chase**
 - Developed HTML/CSS/JS for 'Payment and Transfers' redesign
 - Collaborated with .Net development team to create common widgets and controls.
 - Created workflow templates for banking processes
- Responsible for maintenance and development of **Visa** (usa.visa.com)
 - Developed HTML/CSS of site re-branding for the 'Go' Campaign
 - Designed, developed and deployed Enhanced Key-word Search application using jQuery and JSON
 - Creation of UX application for sharing Visa Discounts via Facebook, Twitter and Email
 - Primary web developer for various microsites including Visa SavingsEdge (www.savingsedge.com) and NFL MegaFan Giveaway
- Principal front-end developer for **Union Bank's** flagship product Homeowners Association Banking Services
 - Developed HTML/CSS templates from Photoshop comps
 - Coordinated with creative services, programmers, and management to ensure delivery of project on-time
- Assisted in front-end development of **Microsoft's** Developer Portal
- Developer for **PG&E's** MARA project
 - Performed coding/programming tasks to specification and in accordance with Development standards
 - Involved in trouble shooting, bug tracking, bug fixing

2002 to
2007

FOUNDER

VirtuallnkDesign | San Francisco CA

Responsible for design, development and maintenance of web presence for various companies; design, develop and author a diverse assortment of digital video products and services for independent production facilities

- Web Services include:
 - Creation of Site architecture and interface prototyping
 - Design and optimization of graphic elements and animation
 - Creation of content and interactive form design
 - Development of HTML, SHTML, DHTML, CSS
 - Development of Ecommerce and Web Applications using PHP/MySQL