

# Rod Boev

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## EMPLOYMENT

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### Victoria's Secret

*June 2011 – present*

New York, NY

#### Senior Front-end Web Developer

- Developed coding standards and implemented front-end technologies, frameworks and libraries
- Identified and corrected defects in front-end codebase and presentation-layer technology portfolio
- Developed new eCommerce templates and front-end functionality
- Planned, estimated, and managed workflow and development on multiple simultaneous projects to achieve business objectives. Established timelines, delivered projects on budget and on time
- Prepared and communicated status updates, issues and opportunities to the business
- Kept current on emerging trends and best practices as related to business objectives
- Ensured site compatibility and accessibility; monitored and adjusted standards periodically

### NBC Sports

*July 2007 – June 2011*

Stamford, CT & New York, NY

#### Senior Interactive Designer / Developer / UX Lead – Sep. 2010 – June 2011

- Managed NBCSports.com redesign, building consensus between onsite and offsite teams
- Implemented content strategy and designed user experience for 75% of traffic
- Implemented redesign by hand-coding HTML5, CSS and jQuery framework for entire NBCSports.com site
- Front-end development lead for code designated “best in class” by leading digital marketing agency
- Advocated, created and implemented guidelines for best practices, e.g. JavaScript progressive enhancement
- Proposed and implemented user experience solutions to bring attention to blog-centric content strategy
- Initiated & developed partnership with Automattic for vendor selection & site migration to state-of-the-art WordPress.com VIP platform
- Lead developer for NBC Sports' WordPress VIP instance with sole SVN write access for code deployment
- Proposed bringing design and development in-house for cost savings; recruited and interviewed candidates.
- Mentored interdisciplinary teams of developers, designers and editors for transition to new platform
- Worked directly with mobile manager and vendor for development of #1 free sports app in App Store

#### Interactive Designer – May 2008 – Sep. 2010

- Maximized value of content by developing microsities and unique ownership opportunities for advertisers
- Diagnosed and implemented rapid solutions for “unsolvable” IT edge case scenarios
- Met internal and sales requirements by utilizing knowledge of XHTML and MTML for Movable Type platform
- Provided training and support to third-party design and development teams using Basecamp et al.
- Reconciled client style guides with technology realities and capabilities to quickly deliver projects on target
- Redesigned NBCSports.com website to feature high-value content more prominently and improve usability
- Worked in a de-facto agency capacity to produce deliverables for Fortune 500 brands including:

Toyota	Sprint	Wendy's	Lexus
Mercedes-Benz	Progressive	Coca-Cola	Audi
Allstate	Vonage	Samsung	Travelers

#### User Interface Designer – Jul. 2007 – May 2008

- Designed NBCOlympics.com video player, viewed 1.3 billion times by 50 million people
- Redesigned NBCSports.com within CMS framework for partnership with MSNBC
- Mentored editors and developers for transition to new CMS
- Developed rich media ads and microsities for sales and cross-promotional opportunities
- Improved user experience by advocating and implementing best practices

## Solucian Networking

March 2001 – July 2007

Denver, CO & New York, NY

### Lead Interactive Designer

- Consulting projects with:

Zeitgeist Cellars

Sand Hill Wines

Saxon Brown Wines

Mount Sinai School of Medicine

Johnson Sauer Legal Group

South Denver Pulmonary

Rutgers University

Wild Farm Alliance

Senator Dave Owen

Schering-Plough

EasyNews

PureGig

## eFront Media

March 2000 – March 2001

Costa Mesa, CA & New York, NY

### Creative Director – May 2000 – Mar. 2001

- Directed resources to support “Top 50” Media Metrix (Comscore) network of 150+ websites
- Produced compelling mockups for affiliate and partnership opportunities
- Established and maintained style and usability guidelines
- Produced media kit working directly with Marketing Director

### Visual Designer – Mar. 2000 – May 2001

- Worked directly with affiliates to provide creative services to large network of websites
- Increased affiliate traffic by redesigning websites with usability principles in mind
- Produced compelling online ads to maximize cross-promotional opportunities across the network

## Zone One Group

April 1999 – October 1999

New York, NY

### Design Associate

- Produced compelling mockups for winning bid on large client account.
- Designed and developed multilingual website for financial firm.

## TECHNICAL SKILLS

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- HTML 5, xHTML, CSS 2 & 3, AJAX, XML
- JavaScript (jQuery guru, YUI, Prototype)
- WordPress.com VIP platform
- Linux, Apache, MySQL, PHP 5 (LAMP)
- Movable Type
- Enterprise CMS experience
- SVN, Git, versioning control
- Bugzilla, bug trackers
- Basecamp, JIRA
- Firebug, YSlow, HttpWatch

## CREATIVE SKILLS

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- Art direction
- User experience & interface design
- Print design
- Information architecture
- Wireframes & prototyping
- Video transcoding & embedding

## EDUCATION

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### University of Virginia

Charlottesville, VA

*Doctoral studies, Pharmacology*

### Stony Brook University

Stony Brook, NY

*B.S., Pharmacology*

### The Bronx High School of Science

Bronx, NY