

JOSEPH CRANE-MESSINA

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Versatile, creative web design and development professional possesses leadership experience and excellent communication skills and a keen eye for detail and values clean, well-written code. Diverse background includes project management, coding, design, accessibility, SEO, writing, editing, marketing, sys-admin, and technical training and presentations.

SKILLS

Advanced Knowledge of:

- HTML5 / XHTML / HAML
- CSS3 / SASS
- JavaScript / ECMAScript / AJAX / JSON
- JQuery / Prototype / Scriptaculous / YUI
- Mobile Dev: iPhone/Android/Titanium
- Semantic Markup / Progressive Enhancement
- Photoshop / Illustrator / Flash
- Mac / Linux / Windows

Intermediate Knowledge of:

- Agile Methodology
- Ruby on Rails / Grails / Python
- JAVA / JRuby
- PHP / ASP / .Net
- SQL / XML / XSL
- SVN / GIT / CVS
- JIRA / TRAC / Bugzilla

EDUCATION

Mac University (a technical training institute in Chicago, now renamed [Digital Bootcamp](#))

Web Development Mastery Program – Graduated December 2001

HTML, CSS, JavaScript, XML, Photoshop, Flash, SQL, PHP and ASP

EXPERIENCE

SkedgMe (*The next generation of cloud calendaring software built for business and education; powered by a full-featured website, an embeddable widget and a cross-platform mobile app*) – New York, NY www.skedgeme.com

Director of Mobile Development, Web Developer, 2/2010–Present

- Manage a team of off-site developers to create and continually enhance a cross-platform mobile application built using the Titanium Developer product
- Review and contribute code to the mobile development process
- Design and mock-up (Photoshop comps and/or prototype code) new features or improvements to current functionality for our mobile offerings and web applications
- Maintain a full-featured online web application that was originally built using the Zapatec JS framework (we believe that Google Calendar was created using Zapatec as its base)
- Extend the core features of our web application using custom, hand-written JavaScript, supported by the jQuery framework
- Develop code using emerging technologies such as HTML5 and CSS3
- Contribute to the middle tier and back end code using the Grails dynamic language web framework for the JVM
- Establish a set of front end standards and best practices
- Mentor other developers in using clean, scalable, reusable, OO front end code

Ogilvy & Mather (*Ranked #1 in the world by leading analysts, they have been pioneers in the interactive marketing industry since 1983*) – New York, NY www.ogilvy.com

Senior Front End Web Developer, 12/2009–2/2009

- Developed sites and other online assets for highly trafficked and well established companies
- Worked collaboratively as a part of small Agile development groups
- Created code from specifications, wireframes and requirement documents
- Mentored other developers in front end standards and best practices

Pronto.com (*An emerging business unit in the IAC/InterActiveCorp family of companies, which also includes: Ask.com, Citysearch, Evite, Match.com, Gifts.com, The Daily Beast and Vimeo*) – New York, NY www.pronto.com

Senior Front End Web Developer, 11/2008–11/2009

- Implement standards, guidelines and best practices including: progressive enhancement, cross-browser compatibility, object oriented CSS, CSS based menus, sprited images, SEO and accessibility targeted HTML, and bundled, minimized CSS/JavaScript
- Work with Product Design Team to create wireframes, specifications, and planning documents
- Lead the project to verticalize pronto.com into three targeted micro-sites:
www.prontostyle.com / www.prontotech.com / www.prontohome.com
 - Redesign the HTML/JSP core so that it can be skinned to present three different microsities, each with its own look and feel - and in some instances functionality.
 - Reengineer large portions of the preexisting code to make the HTML more semantic and meaningful
 - Optimize the micro-sites' code and the ported preexisting code to be over 65% faster than the main pronto.com site
 - Launch a customized Wordpress multi-user weblog for each micro-site using the Thematic framework

Sears Holdings Corp. (*Fortune 50 company; nation's fourth largest broadline retailer with ~3,800 full-line and specialty retail stores serving the United States and Canada*) – Chicago, IL www.managemyhome.com

Team Lead/Front End Web Developer, 7/2007–11/2008

- Led the front-end team in a pair programming environment to develop standards and guidelines for producing a feature-rich website with semantic markup and progressive enhancement
- Worked within an Agile development team on their flagship site, ManageMyHome.com
- ManageMyHome is the first large-scale web application to incorporate JRuby on Rails into a large JAVA project and achieved excellent results
- Leveraged technology such as GWT (Google Web Toolkit), Alfresco WCM, Prototype, Scriptaculous, AJAX, JSON, OWL (Ontology) and Semantic Web
- Used third-party APIs such as Flickr, Plum and Zillow
- Performed internal educational presentations on progressive enhancement, accessibility, CSS best-practices, JavaScript, and microformats

Origin Group (*Marketing and communications company*) – Evanston, IL www.origin-group.com

New Media Director, 1/2006–7/2007

- Worked with broad spectrum of clients on e-commerce sites, flash assets, email campaigns and content management systems
- Created and maintained sites using XHTML, CSS, JavaScript, PHP and ASP
- Utilized Flash and Actionscripting for rich Internet application development
- Managed and administered email, web and repository servers (Mac and PC platforms)
- Edited video, produced print materials and promotional deliverables, and implemented SEO strategies
- Clients included: [Mather Lifeways](#), [GSI Technologies](#), [KCATA](#), [CJBS](#), [Central Ink](#), [Change Control Group](#), [Spinwave](#), [Nazdar](#), [SourceOne](#), [Graphic Solutions Group](#)

Cherryone Web Design (*Leading web design and development company*) – Chicago, IL www.cherryoneweb.com

Senior Web Designer / Project Manager / Production Office Manager, 6/2005–12/2005

- Excelled in fast-paced environment, rapidly advancing to a senior position
- Managed 30 designers and developers as they worked independently on multiple projects

Independent Contractor – Chicago, IL, 6/2000–Present www.MrMessina.com

- Clients included: [Shure](#) (*World's largest microphone manufacturer*), [Wild Crow](#) (*Leading design and marketing company in Evanston, IL*), [Reelsounds](#) (*World class recording studio in Skokie, IL*), [Kardas Photography](#) (*Established professional photographer*), [America Immobilien](#) (*International resource for moving and relocating, specializing in German clients*)