STEPHEN
HOYDIS

732.615.8297

shoydis@gmail.com

210 Elizabeth Street
South Bound Brook, NJ 08880

Developer | **User Experience Expert** | **Information Architect** | **Designer**

OBJECTIVE:

I am a Web Developer, Designer, Information Architect, and User Experience Expert with 20 years of experience in web related positions, who strives to provide end-users with websites that are clean, striking, usable and intuitive, while working in an environment that allows me to grow and display my skills both independently and as part of a team.

EDUCATION:

Ramapo College of New Jersey
Bachelors Degree
Visual Communications Major
Cum Laude
GPA: 3.684

SKILLS:

CODING:
HTML/HTML5
CSS/SCSS
Java Script
jQuery
React
Typescript
Bootstrap
Foundation
Masonry
Cold Fusion
PHP
AJAX
C++

DESIGN:
Dreamweaver
Photoshop
Omnigraffle
Illustrator
Flash
Fireworks
Image Ready
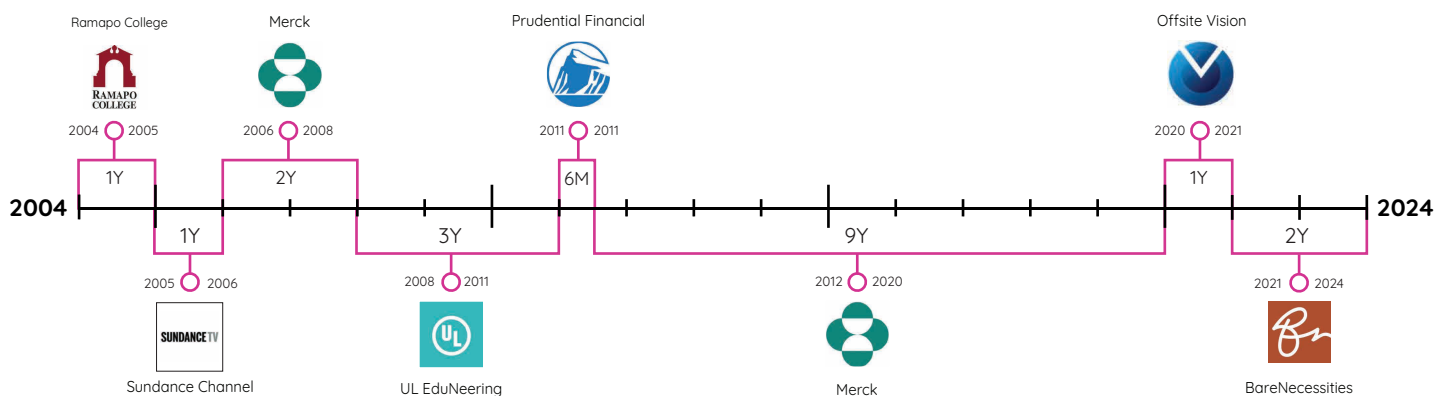InDesign
Pencil Project
Freehand
Homesite
Edge

PLATFORMS:
Windows
Mac
Google Analytics
Monetate
SourceTree
Sharepoint 2010
Office365
Wordpress
Interwoven Teamsite
Day Comunique
10&2 Chasis

OTHER SKILLS:
Jira
Airtable
Zarca
FTP Programs
Microsoft Office
Power Point
JAWS
Final Cut
Quark
Articulate
Lectora
MySQL Workbench
Microsoft SQL Server 2017

EMPLOYMENT TIMELINE:

Ramapo College — 2004 / 2005 — 1Y
Merck — 2006 / 2008 — 2Y
Prudential Financial — 2011 / 2011 — 6M
Offsite Vision — 2020 / 2021 — 1Y

2004 — 2024

Sundance Channel — 2005 / 2006 — 1Y
UL EduNeering — 2008 / 2011 — 3Y
Merck — 2012 / 2020 — 9Y
BareNecessities — 2021 / 2024 — 2Y

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EMPLOYMENT DETAILS:

Bare Necessities
Senior Content Developer
September 2021–April 2024

- Created and developed about a dozen responsive designs each week for on-site promotional displays on BareNecessities.com using HTML, CSS, JavaScript and jQuery.
- Created dozens of modular, customizable, responsive code templates for various uses throughout the website.
- Created and maintained a style library that was specific to the company's needs, which helped allow for quick customization of templates.
- Ensured pixel-perfect designs that remained consistent across a variety of mobile and desktop devices.
- Wrote JavaScript to personalize content to specific customer segmentations; to apply discounts automatically upon meeting certain criteria; and to accept arrays of values and output them as code for templated designs.
- Ensured that content maintained SEO value, readability, and that accessibility remained high.
- Worked directly with designers to manage deliveries of assets and ensure projects would always stay on-track and launch as scheduled.
- Performed A/B tests using Monetate and assessed their results.
- Adjusted to business needs that would require extening, canceling, changing or replacng on-site promotional displays on short notice when purchasing trends dictated a need to do so.
- Programmed discounts to apply to segmentations of products during specific dates if specified requirements were met, and to show specialized content to appear on those products.

Offsite Vision
Front End Web Developer
April 2020–July 2021

- Was solely responsible for the design, development, architecture, and user experience of the front-end of a password-protected, single-page web application with various permissions groups that is dynamically served content from a SQL database via JSON.

Merck
Senior Developer | User Experience Expert | Information Architect
Jan 2012–March 2020

- Designed and developed interactive web applications for desktop and mobile platforms in Microsoft SharePoint 2010, Office 365, and Wordpress, using HTML, CSS, jQuery, Bootstrap, Masonry, and Grid that were cross-browser-compatible, table-less, and responsive
- Wrote business requirements documents based on client intake meetings and was responsible for guarding the scope of those projects, setting exit criteria for the projects' developers, and assuring the criteria were met prior to client testing
- Created and presented wireframes and sitemaps to clearly outline ideas for functionality and depict layouts, to both clients and developers
- Wrote user acceptance testing scripts to ensure clients thoroughly review and approve the scoped functionality and met with clients to assess feedback and suggest solutions that align with their described goals
- Reviewed projects at various points throughout their life-cycle, and suggested improvements where necessary
- Designed and developed dynamic interactive web applications using Cold Fusion and Microsoft Access

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EMPLOYMENT DETAILS:

Prudential Financial
Multimedia Designer
Jul 2011–Dec 2011

- Created Flash web-banner animations in many standard sizes, including leaderboards, skyscrapers, inline rectangle, interstitial and page take-over advertisements
- Created storyboards for Flash web banners, interstitials, and page take-over advertisements
- Made edits to print mechanicals in Adobe Illustrator and InDesign
- Trimmed and mounted printed advertisement posters
- Redesigned print advertisements as web banners for mobile devices

UL EduNeering
Multimedia Designer
Sept 2008–April 2011

- Produced, designed, and maintained web-based e-Learning courses in multiple languages for more than 20 clients, using Flash, Lectora, and XML
- Designed templates, user interfaces, icons, buttons, flash animations, and flash interactions

Merck
Web Designer | Internet Project Content Manager
Jan 2007–Sept 2008

- Designed and maintained websites for 14+ brands used globally by various regional head offices as a base for translation of medically and legally approved content into foreign languages
- Created interactive online animations, and video presentations using Adobe Flash
- Devised and executed ways to help countries easily integrate these sites in their local languages
- Implemented content that appeared in 9 different languages
- Developed branding guidelines for headers that appear above every Merck or MSD website
- Maintained websites in 2 content management systems, Interwoven Teamsite and Day Communiqué, as well as through FTP upload
- Interfaced with internal teams and 3rd party agencies to analyze and interpret Internet/Intranet project scope, requirements, and priorities
- Designed and produced both branded and unbranded websites for health care professionals, patients, and Merck/MSD employees

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EMPLOYMENT DETAILS:

Sundance Channel
Online Producer | Content Manager
Nov 2005–Dec 2006

- Managed content including images, video, and text for www.sundancechannel.com
- Was responsible for the continuity of content throughout the website
- Edited XML to properly display content
- Wrote short descriptions for films and video packages highlighted throughout the site
- Made promotional decisions based upon importance of content
- Designed web banners for on-air programs
- Edited and encoded approximately 50-100 new video clips each month
- Was responsible for quality assurance checks before every launch
- Was a key player in the content production of 3 Flash mini-sites
- Administered 4 separate external websites, including Sundance Channel Home Entertainment, the Sundance Channel Press assets site, as well as the Sundance Channel MySpace and MSN Festival blog
- Acted as an administrator on discussion boards by responding to feedback, approving or rejecting flagged posts and providing monthly reports of developing trends

Ramapo College
UI Designer | Front-End Developer
Sept 2004–Sept 2005

- Maintained, designed, structured, produced and pre-produced several successful Web sites
- Created eye-catching designs while staying within the college's pre-set Web Design standards
- Migrated HTML content to new layouts
- Implemented new layout, which featured CSS and server-side includes, dramatically reducing page load time
- Enhanced readability by interpreting existing content, which was previously displayed ineffectively
- Studied illustrations, photographs, websites, and other design elements in order to plan the presentation of material
- Effectively worked with other team members to achieve significant improvements in productivity
- Reviewed team members' layouts and suggested improvements as needed
- Created flowcharts and wire-frames for proposed layouts