

# Nick Dalton

## Full-Stack Web Developer

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likewise.dev   
Chicago, Illinois 

### SKILLS / TECHNOLOGIES

- Front End** HTML5, CSS, JavaScript, ES6+, jQuery, Fetch API, Async, JSON, XML, SVG, DOM Manipulation, Responsive Web Design, Semantic HTML, WCAG Criteria / Section 508 Compliance, Technical SEO, Analytics, Conversion Tracking, Single-Page Applications, NPM, Gulp, Webpack, Google Maps API, Leaflet.js, D3.js, three.js
- Back End** PHP +Composer, Object-Oriented Programming, MySQL, MS-SQL, Data Modeling, Migration, ETL, Version Control (Git, SVN), Linux/Apache/NGINX Administration, Custom Web Applications, CMS-Driven Marketing Websites, REST API Dev  
**3rd-Party Integrations:** CRM Webhooks, Email Marketing APIs, Marketing Automation, Google Merchant Center, Payment APIs, Shipping APIs, Twilio SMS/MMS API **Content Management Systems & Sales Platforms:** WordPress (ACF Pro, CPTUI, Theme & Plug-in Development), Joomla!, Shopify, Magento, WP WooCommerce
- Design** UI / UX, Utility & Workflow Interfaces, UI Animation, Icons, Page Layout, Email Template Design, Adobe Photoshop, Illustrator, XD, Iteration, Drawing, Technical Writing, Marketing Copy, Information Architecture

### WORK EXPERIENCE

#### Freelance Developer

Likewise • Chicago, Illinois • Sept 2022 – Present

- Created an interactive map for 3k person retreat that provided wayfinding, event schedules, locator for points of interest; Map includes custom SVG icons, styles/labels for regions, overlays
- Developed a project planning and cost analysis application for short-run manufacturing; Web-scraping feature to import product data from URL or ASIN
- Distilled lightweight C++ libraries for MCU/IoT prototyping: WiFi management, HTTP requests, I<sup>2</sup>C communications, input serialization, sensors, notifications, displays, power management
- Built data delivery API for communication between IoT prototypes, server; implemented key generation and verification, usage metrics, rate limiting, caching options

#### Web Developer

Thirdwave, LLC • Chicago, Illinois • Jun 2022 – Sep 2022

- Built templates from XD files, compiled templates into prototypes with Panini, transferred prototype styles to a containerized WordPress installation
- Tested WordPress 6.0's new WYSIWYG block functionality to improve the editing experience for two content-heavy legal websites; along with extensive use of ACF & CPT-UI plug-ins:
  - Created a versatile layout system, with predefined blocks of nested elements for complex content structures, providing flexibility for users while maintaining consistency
  - **Mouse interactions were reduced by 70%** when composing a complex post-type, drastically improving user productivity and quality-of-life

## Senior Web Developer

Flight Path Creative ▪ Traverse City, Michigan ▪ Apr 2015 – Oct 2021

- Brought 150+ custom web applications from discovery to deployment, notably:
  - Streamlined onboarding of 40+ franchisees of a national pest-control brand by implementing a self-serve site creation system; Integrated PPC tracking and campaign management
  - Refreshed a water bottle / lifestyle brand: product customizer, 360° photos, landing page system for target personas and inbound tracking, integrated PPC campaign management, Google Merchant Center feed, synchronized with Microsoft Dynamics 365 Sales
  - Interactive map of over 12k miles of Michigan recreational trails and points of interest
  - Patient screening tool for clinicians: Create short verbal inventories to rapidly assess patients' social determinants of health and provide (print, email, SMS text) a list of relevant resources
- Translated wireframes and PSD comps into high-quality user experiences in HTML, CSS, and JavaScript; Designed and realized application logic and data models with PHP, MySQL/MariaDB
- Provided strategic technical consultation, collaboration, and direct support to clients and partners
- Led engaging whiteboard sessions on web technology topics with PM and accounts staff, sharing understanding and elevating communication between sales, clients, and production
- Managed production schedule for team of 4 developers; Trained/mentored new hires
- Reimagined and modernized in-house CMS and internal project tracking software, streamlining and accelerating site production; Formalized QA process (including accessibility audits)

## Freelance Developer

AuSable Web ▪ Grayling, Michigan ▪ Jun 2010– May 2015

- Built custom e-commerce platform generating \$3M+ annual sales for tech supplier (~1000 users); Features: account pricing, order approval, shipping integration, ticketing, & automated reporting
- Developed reusable PHP/MySQL framework for web applications and content management: user auth, access control, form handling, utility libraries, templating, & cross-browser CSS