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Objective

Build great things with great people.

Career Summary

- Seasoned technology professional, programmer, designer, developer, software instructor
- Cumulative skill set includes content management, over 15 years of WordPress development and site administration, graphic design, web development, Continuous Integration, Agile methodologies, and UX/UI engineering
- Taught Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Flex, WordPress and JavaScript for five years with multiple national firms and educational institutions
- Worked with Fortune 500, non-profit, digital agencies and startups
- Stellar language skills with a B.A. in English

Technical Skills

HTML5, JavaScript, CSS3, SASS/LESS, ReactJS, D3.js, jQuery, REST APIs, NoSQL, GraphQL, Google Firebase, Cloud Firestore, Amazon AWS, EC2, Cloud9, VS Code, Sublime Text, Eclipse, PHP, phpMyAdmin, cPanel, FTP, DNS, Continuous Integration toolsets including Node.js, NPM, Grunt, Gulp, ES6, React.js, databases including MySQL, SQL Server, DB2, PostgreSQL, WordPress, OSX/Windows/Linux, Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat), Microsoft Office (Word, Excel, Outlook, PowerPoint, Visio, Access), Power Pivot, InVision, Sketch, Visual Basic for Applications (VBA), T-SQL, CRM and social media platforms, SharePoint, Google Analytics, Scrum/Agile methodologies, Atlassian Suite, Jira, Confluence, SourceTree, Rally, Highcharts, stellar grammar, proofreading and editing with a B.A. in English

Professional Experience

2019 – present Island Staffing, San Diego, California

Reports Developer

- Application development and audit reporting automation using Excel, **VBA, Power BI, MS SQL Server, T-SQL**

2017 – present vHyve Technologies, LLC, San Diego, California

Co-Founder and Consultant

- Technology services and web application development consulting using WordPress, JavaScript, jQuery, HTML5, CSS3, Node.js, SASS, Google Firebase, Cloud Firestore, GraphQL, ReactJS, Amazon AWS, EC2, and a host of other tools and frameworks

2016 – 2017 Mirum Agency, San Diego, California

Senior Web Developer

- Team member on the MazdaUSA.com responsive website redesign project utilizing **HTML5/CSS3, SASS, Highcharts, JavaScript, ES6, Atomic CSS, BEM, Jade, GitHub, Atlassian Suite, Jira, Confluence, SourceTree, Rally**

2013 – 2016 Quaddra Software, San Jose, California

Senior User Experience Engineer

- Built User Interface to metadata analytics application utilizing **Twitter Bootstrap, HTML5/CSS3, jQuery UI, D3.js, GitHub, JavaScript, Responsive Design, Media Queries, Python, Django, PostgreSQL**

2010 – 2013 BayBio, South San Francisco, California

Design and I.T. Manager

- Enhanced multichannel marketing methodologies via custom microsites utilizing **PHP, jQuery, JavaScript, HTML5/CSS3** and switched from ExactTarget to **MailChimp** for e-mail campaign management saving >\$1,000/month in subscription fees
- Migrated from legacy Avectra CRM to **SalesForce** saving >\$1,500/month in membership fees
- Led website redesign project using open source **WordPress Multisite** content management system saving >\$1,500/month in maintenance costs

2010 – 2011 Apple, Inc., Cupertino, California

Interactive Production Designer

- UI/UX and Direct Marketing campaign design

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2000 – 2010..... Davis Vision Inc., Plainview, New York

Creative Director

- Established Creative Services Department comprised of Graphic Designers and Documentation Specialists
- Spearheaded primary commercial website redesign project
- Built marketing project management system with **Microsoft Access** as a front end for multiple back end databases (**MS SQL Server**, **IBM DB2**, **PostgreSQL**) utilizing extensive **Visual Basic for Applications (VBA)** and a browser-based dashboard with classic **ASP/HTML** and both **Flash/HTML** and **Flex** User Interfaces
- Implemented automated direct mail processes utilizing **Variable Data Printing/Document Composition** software (**PlanetPress**) resulting in savings of >\$5,000/month in consulting fees
- Automated **GeoAccess** and **Quest Analytics** Provider Network Data Analysis processes resulting in reduction in reporting turnaround times from >2 weeks to 1-2 hours

Instructor Engagements

2013 – 2015..... Future Media Concepts, Irvine, California

Adobe software instruction

2013 – 2015..... Sterling Ledet and Associates, San Diego, California and Houston, Texas

Adobe Photoshop, InDesign, Illustrator, Dreamweaver, JavaScript and jQuery instruction

2010 – 2015..... AcademyX, San Francisco, California

WordPress, Photoshop, InDesign, Illustrator, Flash, Flex, JavaScript instruction

2010 – 2011 DeAnza College, Cupertino, California

Adobe Photoshop instruction

Presentations

November 2008..... Computer Graphics – An Overview

Presented to New York State Forum Webmasters' Guild

Presentation posted online at tinyurl.com/krgraphics

URLs

keithratner.live

Personal Site and Digital Design Portfolio

behance.net/keithratner

Online Visual Design Portfolio

github.com/kratner/hpexcel

Prototype Microsoft Excel and Class-Based VBA Solution

GitHub

[kratner.github.io](https://github.com/kratner)

Certifications

2005 Dale Carnegie Leadership for Managers Certification

Education

1990 B.A., Hunter College, New York

Major: English, Minor: Human Communications