

# Keith Ratner

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**Phone:** 650-516-7281

**Email:** [keith.ratner@gmail.com](mailto:keith.ratner@gmail.com)

**Website:** <https://keithratner.live>

**Portfolio:** <https://keithratner.live/portfolio>

**LinkedIn:** <https://www.linkedin.com/in/keithratner>

**GitHub:** <https://www.github.com/kratner>

## Technical Skills

Photoshop, Illustrator, InDesign, InVision, Sketch, MacOS, Windows, Linux, Salesforce, SharePoint, Google Analytics, Scrum/Agile, HTML5, GitHub, JavaScript, TypeScript, CSS3, SASS/LESS, ReactJS, Redux, Styled Components, Material UI, Storybook, D3.js, Jenkins, Highcharts, jQuery, Bootstrap, REST APIs, NoSQL, GraphQL, Firebase, Cloud Firestore, Amazon AWS, EC2, VS Code, PHP, phpMyAdmin, WordPress, Responsive Design, cPanel, FTP, Continuous Integration, CI/CD, Node.js, NPM, Grunt/Gulp, ES6, MySQL, SQL Server, T-SQL, PostgreSQL, Power Pivot, VBA, Jira, over 15 years of WordPress and Content Management experience

## Professional Experience

### **Web Developer and Software Engineer**

#### **vHyve Technologies, LLC**

San Diego, California

March 2017 to Present

- Currently building a browser-based video streaming application utilizing Continuous Integration, REST APIs, AJAX, NodeJS, React, Redux, Storybook, Styled Components, Material UI, AWS
- Building out a React front-end to headless WordPress CMS and Google Cloud Firestore/Firebase data source utilizing REST APIs and AJAX
- Visual, product, UI/UX, brand, and identity design services, wireframes, flowcharts, mockups, documentation, websites, style guides, and systems using Adobe Illustrator, Photoshop, InVision, WordPress, JavaScript, jQuery, HTML5, Cascading Style Sheets (CSS3), SASS/SCSS, Bootstrap, Sketch, Balsamiq, Figma, and other frameworks
- Currently managing multiple WordPress projects on freelance basis inclusive of custom theme, plugin development, and Content Management
- Building and managing automated Microsoft Excel VBA automation solutions for the Audit Department at ACE Parking corporate headquarters

### **Senior Web Developer**

#### **Mirum Agency**

San Diego, California

December 2015 to March 2017

- Team member on the MazdaUSA.com responsive website redesign project utilizing HTML5/CSS3, SASS/SCSS, JavaScript ES6, GitHub, Continuous Integration, Adobe Illustrator, Photoshop, Bootstrap, Highcharts, and Atlassian Suite (Jira, Confluence, BitBucket), creating interactive prototypes utilizing InVision
- Coded the Dealer Locator, Request-A-Quote, and Payment Estimator pages of Mazda site
- Utilized NodeJS, NPM, Grunt, ES6, Babel, WebPack, jQuery, REST APIs, and AJAX development environment with a customized, modular JavaScript framework

### **Senior UX Engineer**

#### **Quaddra Software**

San Jose, California

July 2013 to February 2016

- Sole front-end engineer at startup tasked with building a user flows and working high fidelity prototypes for a User Interface to a Django/Python metadata analytics application utilizing Adobe CC, InVision, Sketch, Figma, HTML5/CSS3, SASS/SCSS, jQuery, D3.js, Bootstrap, GitHub, JavaScript, Jenkins, Trello, and Atlassian Suite
- Utilized D3.js to implement interactive data visualizations
- Built browser-based front end to Django/Python application with a PostgreSQL backend database using extensive Vanilla JavaScript, HTML5, CSS3, Sass, and proprietary continuous integration pipeline, with REST APIs and AJAX
- Integrated front-end with AWS, GCP, and Windows filesystems

### **Senior Visual Designer**

#### **BayBio**

South San Francisco, California

April 2010 to July 2013

- Accountable for all visual design and execution of print and web marketing collateral as well as web design projects using Adobe CC, HTML5/CSS3, JavaScript, Bootstrap, WordPress, leading design and brainstorming sessions with all key stakeholders for membership-based biotechnology non-profit organization, clients including Roche, Genentech, Pfizer, Amgen, and Cytokinetics
- Migrated organization from legacy platform to WordPress multisite
- Led Content Management and Digital Marketing efforts using WordPress, MailChimp, and ExactTarget
- Led implementation of Salesforce

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## **Interactive Designer**

### **Apple, Inc.**

Cupertino, California  
February 2011 to April 2011

Short-term contract within Interactive Production Design department optimizing UI and DM digital assets, wireframing, Photoshop comps

## **Creative Director**

### **Davis Vision**

Plainview, New York  
August 2000 to March 2010

Sole visual designer and director within national vision care insurance provider, responsible for creation of all print and electronic marketing collateral and sales presentation materials using Photoshop, Illustrator, InDesign, PowerPoint, Microsoft Office, Mac and Windows platforms

## **Graphic Designer**

### **A.T. Kearney**

San Francisco, California  
June 1997 to July 2000

Interfaced with Account Executives at multinational management consulting firm, supervised team of Graphic Design specialists, built presentations and marketing collateral for sales team

## **Instructor Engagements**

### **Future Media Concepts**

Irvine, California  
2013 – 2015

Adobe software instruction

### **Sterling Ledet and Associates**

San Diego, California & Houston, Texas  
2013 – 2015

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

### **AcademyX**

San Francisco, California  
2010 – 2015

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

### **DeAnza College**

Cupertino, California  
Oct – Dec 2011

Adobe Photoshop instruction

## **Education**

### **Hunter College, New York, New York**

Bachelor of Arts, English  
Minor: Human Communications

## **Presentations**

### **Computer Graphics - An Overview**

November 2008

New York State Forum Webmasters' Guild  
Presentation online at <https://tinyurl.com/krgraphics>