Kenneth E. Davila

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Objective

Seeking an enterprise level leadership role

Summary & Skills

Senior Level Enterprise Front-End Developer with 5 years of management experience, a Bachelors Degree in Web Design/ Multi-Media, and overall 10+ years working in the web application development industry.

Expert in Rich UI Engineering with JavaScript, CSS, HTML, Interaction Design

Expertise in responsive design and adaptive design methodologies

Expertise in JavaScript, jQuery, MVVM Front-End frameworks – KendoUI

Experience with Angular, KnockoutJS

Knowledgeable of React, Polymer, Vue.js, Gulp

Experience working with Agile methodology

Experience with Webpack, Grunt, NPM, SASS, LESS, OOP and S.O.L.I.D principles, Bootstrap, RequireJS, Jasmine, Github, Laravel, .NET MVC, Swagger, WURFL

Experience with Unit Testing, SystemJS, Hybrid UI Experience, Single Page Applications best practices

Experience writing PHP and C# classes within MVC, Novice SQL/DB skills

Experience

Senior Software Engineer

CoStar Group, Los Angeles, CA

September 2016 - Present (11 months)

- UI Developer leveraging Angular within a .NET MVC module architecture using an adaptive/responsive design methodology for delivering content
- Creation of Angular services to interact with google maps API
- Creation of custom Angular directives that serve as UI widgets
- Providing guidance to current HTML/CSS development practices as well as amendments to CSS architecture components
- Refactoring legacy code for more efficient maintenance and scalability (i.e, consolidation of Razor Views)
- Creating C# helper classes for handling text manipulation for responsive and adaptive design methodologies
- Data mapping for web layer models and service endpoint wire ups in our .NET middleware
- Extending controller classes and logic, including new routes
- Localization

Project Lead – Independent Consulting

Organicum Design, Los Angeles, CA

March 2007 - Present (10 years 1 month)

- Sub-contracted up to 7 other contractors for various projects – Worked closely with clients to design web application UI/UX flow and draft requirements using JIRA and Confluence
- Developed custom CMS platform – platform is called Site Control Center and is a LAMP based application, platform was enhanced in partnership with another developer to suit client needs
- E-Commerce, Analytics and SEO – modules specific for handling this type of integration were developed and integrated into the Site Control Center

Most Notable Client Sites:

http://www.irwinnaturals.com

http://www.wellrootsproducts.com

http://www.appliednutrition.com

http://www.naturessecret.com

Senior Developer – MyHerbalife.com | Herbalife.com

Herbalife International, Los Angeles, CA

June 2014 - August 2016 (2 years 3 months)

- Front-End build process management - Implementation of various Grunt tasks for front-end build processes
- (SASS compiling, CSS splitting, CSS Minification, JS Uglification, Unit testing with Jasmine and Chutzpah)
- Javascript Best Practices and Architecture Lead - Constantly in retrospective of projects to document and share lessons learned for future improvement to architecture and anti-pattern recognition (Premature optimization, BikeShedding, Analysis Paralysis, Pattern Abuse, Inner-platform Effect) in context of the application paradigm.
- UI Utility Library authoring - I worked with our design team and C# developers to create custom UI widgets as they become a need for our various projects. The widgets are created as plugins using jQuery for explicit instantiation or Kendo UI MVVM framework so they can be instantiated declaratively
- Single Page Application Implementation - Most recently using a SPA framework for Hybrid UI development for Mobile Wrapper consumption (iOS and Android), this was for a CRM based application. Implemented SPA for an e-commerce workflow for our APAC region which decreased user time in completing transactions (users were able to make transactions in under 50 seconds), application had various business rules that required a lot of data transfer from client to server (checkout timer, as well as inventory tracking of reservation being made), leveraging SPA the UX was optimized.
- Member of UX Council – Working closely with other council members to develop standards for UI components to streamline our interaction design rapid prototyping. I eventually graduate these components to UI widgets by developing them as plugins for inclusion in our UI library code base.
- HTML/CSS Best Practices Lead - Constantly focusing on the semantics of HTML to drive CSS authoring to minimize redundancy and improve specificity of CSS selectors.

Senior Development Lead UI – Myherbalife.com | Herbalife.com

Herbalife International, Los Angeles, CA

May 2012 - June 2014 (2 years 2 months)

- Front-End Architectural Lead – implemented a new and modern HTML 5 UI framework and JavaScript programming patterns for best practices (includes jQuery plugin authoring, and UI Framework custom widget authoring, as well as naming conventions for CSS and Semantic approaches to optimize HTML, strategy was part of MyHL3 platform redesign and toolset)
- Supervised a team of 7 UI developers in our Mexico and India offices – Developers were tasked to implement new updated HTML/CSS and JS standards to bring HTML 5 into legacy Views

Associate Manager Online Strategy - North America Region

Herbalife International, Los Angeles, CA

April 2010 - May 2012 (2 years 2 months)

- Managed a team of 4 web content specialists – Team focused on publishing of marketing content via multiple communication channels to target audience, which included web publishing via CMS, E-mail development through Exact Target Platform, and micro-sites development (includes mobile development of sites as well)
- Developed responsive micro-sites and emails for marketing campaigns – Created standard operating procedures to make team more efficient with handling weekly communication campaigns
- Integrated analytics for campaign monitoring with Adobe Omniture

UI Designer – Lunarpages.com

Lunarpages Internet Solutions, Anaheim Hills, CA

December 2007 - March 2009 (1 year 4 months)

- Main UI Designer for online web site builder tool called LPQuicksite. Created over 300 unique web page templates for various categories of small business.
- Took lead of LPQuicksite project and prototyped new UI and UX flow that was approved by executive management for further development and production.

Education

Bachelor of Applied Science (B.A.Sc.), Web Design and Multi-Media

Westwood College-Los Angeles

October 2007

Achievements

The Westwood 100 Award Westwood College - June 2011

- In recognition of Success and Achievement as a Westwood Alumni.

National Dean's List Westwood College - 2004

- Awarded National Dean's List Honors for achieving a 4.0 GPA

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Communication	Experience speaking at brown bag events for previous organizations
	Spoke on Content Strategy and UI best practices at LavaCon 2012 Portland (Was not on original list of speakers, last minute request to do so)
	Experience leading Sprint Reviews with stake holders presenting latest features and achievements from previous sprints development work
Leadership	Motivational and Directional Leader
	Analytic driven design decisions and feature sets
	Experience with user testing feedback and analysis to drive product design and development
	Proven work ethic for delivering high quality and optimized software
	Leads by example
	Experience leading web service design with back-end developers (data model schema, data model shape)
	Experience with SCRUM Master role
References	**Available upon request**
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