

Jason Miller

FRONT END WEB DEVELOPER // E-COMMERCE ANALYST

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Web Developer and E-commerce Analyst with a strong background in internet technologies, along with excellent communication, interpersonal, analytical and problem-solving skills.

SUMMARY OF QUALIFICATIONS

I have 10+ years of experience of web design and development in e-commerce, marketing, and computer based training.

Committed to improving the user experience and increasing conversions while demonstrating exceptional work ethics and professionalism.

My skills and experiences include: Front-End Web Design, Interactive Web Design, E-Commerce, Marketing Digital Collateral Design, Mobile Web Design, Database Design, Quality Assurance, Development of Graphics Standards, and Asset Management.

PROFESSIONAL WORK EXPERIENCE

International E-Z UP, Inc.

Lead Web Developer

March 2012 - Present

Lead the development, optimization, and maintenance of ezup.com (official direct-to-consumer website). Work within the marketing and e-commerce teams to actively research new delivery methods, technologies, and workflow strategies for expanding the E-Z UP brand. Production and distribution of marketing collateral for company's web properties, email campaigns, and print advertising. Front-end design and data management for company's informational and e-commerce websites while ensuring quality of design and user experience across various platforms, browsers, interfaces, and devices.

Accomplishments:

- Over 7 years as Lead Web Developer, I helped drive significant online sales growth, achieving a cumulative increase of 308% in website sales.
- Through strategic initiatives and optimization efforts, my team achieved year after year growth in e-commerce conversion rates of 9% and organic traffic of 16%.

Key initiatives attributing to this growth include:

- Optimize e-commerce processes through advocating and implementing appropriate project management methodologies.
- Improved product discovery and presentation using relevant behavioral economic principles and UX best practices.
- Implementation and design of an online product customization tool, now comprising of over 25% of all online sales.
- Site performance optimization.

Tools:

- Magento ECE
- Adobe Creative Suite
- AWS/cPanel/WHM
- Google Analytics, Search Console, Merchant Center
- Invision & Figma

Virtuosoft Design Studio

Web Designer

July 2011 - March 2012

Designed marketing materials, product and service documentation, and website design and updates. Crafted Wordpress themes.

L3 Communications

Lead Graphic Designer

July 2001 - May 2011

Member of computer-based training (CBT) development team for the Marine Corps. Proven record of technical and programmatic excellence in managing the development, quality assurance, and implementation of complex training materials. Experienced team leader and team builder developing client and company acclaimed courseware.

Virtuosoft Design Studio

Graphic Artist

November 2000 - June 2001

Website developer, business card designer, and assisted in successful marketing campaigns.

BattleTop U.S.A

Graphic Artist

August 2000 - November 2000

Designed and developed print media including brochures, event badges, and posters.

Barratt Realty

Real Estate Agent

August 1999 - Present

Generated sales by designing marketing materials such as virtual tours and brochures.

DoubleTree Hotel Del Mar

Front Desk Manager

November 1996 - June 2000

Knowledgeable at all front office operations including payroll, inventory, auditing, reservations, and scheduling. Employee of the month multiple times.

SKILLS

Front-End Web Developer, Interface Design, User Experience, E-Commerce, Instructional Design.

TOOLS

Adobe Creative Suite, Wordpress, Magento, Google Marketing Platform

LANGUAGES

HTML, CSS, JavaScript, PHP

AREAS OF EXPERTISE

- Front-End and User Interface Design
- Responsive Web Design
- E-Commerce Operations
- Search Engine Optimization (SEO)
- Online Catalog & Merchandising Strategy
- Web Analytics & Performance Improvement

TECHNICAL COMPETENCES

Microsoft Office, Email Marketing, Adobe Creative Suite, Google Analytics, Google Search Console, Google Tag Management, AWS, Magento Ecommerce, Wordpress CMS, SEO

EDUCATION

University of Phoenix

Bachelors of Science in Information Technology

Advanced Certificate in Multimedia Development

Google Analytics Individual Qualification Certification, Google Ads Fundamentals and YouTube Creative Essentials Awards

PORTFOLIO & LINKS

Portfolio: jasonmiller.com

LinkedIn: [linkedin.com/in/jasonmiller](https://www.linkedin.com/in/jasonmiller)

CONTACT

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