Devon Moubry
Frontend Web Developer

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Experience

Brooks Bell — roles:

Aug 2021 – Feb 2023
Optimization Engineering Manager
Ensured code is developed to spec and worked across browsers. Consulted with clients on a technical level to smoothly facilitate a Center of Excellence for retail brands. Rebuilt and managed a team of 8 development and quality assurance engineers to deliver an average 5 quality A/B tests per month across 7 clients.

GoPro
Built A/B tests and Personalization projects in Monetate using custom code including HTML, JavaScript, CSS. Collaborated with designers to generate a/b tests that could meet SMART goals while also maintaining brand standards.

Wyndham
Designed, built and tested A/B tests and personalizations with HTML, JavaScript, CSS, Storyboards & Wireframes, Adobe Target. Organized and maintained testing roadmap to maximize velocity and efficiency.

Made In Cookware — Front End Optimization Engineer

Mar 2021 – Aug 2021
Managed implementation and maintenance of the Dynamic Yield testing tool in current and new sites. Created and monitored a/b and personalizations campaigns with dynamic content and JavaScript, HTML, and CSS. Maintained existing and new site Google Tag Manager marketing pixels.

Accenture Interactive — roles:

Nike — Web Developer
Dec 2020 – March 2021
Designed, built and tested web-based applications and edit site content for various components using a content management system (CMS). Created and managed web pages, added/edited content and uploaded/removed documents using CMS. Maintained website standards and complied with predefined design guidelines. Utilized best practices in web screen design and learned about different middleware platforms to source and update data through web screens as specified in functional requirements. Utilized Usability Design, Website Standards and Compliance, Web & Server-based Platforms Solutions, Design & Build Enablement, HTML, JavaScript, CSS, Storyboards & Wireframes, Optimizely.

Independence Blue Cross — Web Developer
Jul 2020 – Dec 2020
Worked directly with Medicare Insurance client gathering requirements to align technology with business strategy and goals. Consulted internally and externally to provide industry expertise and domain knowledge. Supported client with A/B testing tool implementation. Built and implemented experiments and redesigns with HTML, CSS, JavaScript (ES5), Google Optimize.

Morgan Stanley — Adobe Target Execution Specialist
Jan 2020 – Jun 2020

Implemented custom HTML using JavaScript (ES6) with Adobe Target on desktop across all browsers for Wealth Management company. Maintained audience data objects for custom experience targeting. Trained and upskilled internal client team. Created and implemented user guides and QA framework.

Uber — Digital Engineering Practitioner
Jun 2019 – Jan 2020

Led development and technical architecture efforts of 3 developers across 65 experiments for a multi-national ridesharing A/B testing program. Created experiments with vanilla JavaScript (ES6) and SCSS on React web apps, focusing on user sign-up landing pages. Collaborated with multiple client teams in different countries to localize the solution (I18n).

Clearhead — Front End Development Senior Analyst
Sep 2017 – Aug 2019

Utilized HTML5, CSS3, SCSS, jQuery, and JavaScript (ES6) to match client tech stack for seamless A/B testing experiences for 25 different clients. Implemented small A/B tests making changes in text, images, and CTAs. Worked in a SCRUM group applying large-scale redesign experience tests on client pages. Implemented and maintained WCAG Accessibility standards within code on client websites.

The Iron Yard — Associate Instructor
Jul – Sep 2017

Supported students with their learning objectives and project work. Administered HTML5, CSS3, and JavaScript (ES6) lectures. Specialized in teaching async programming and server-side development in Node with Express. Led crash courses and workshops for the community.

Elementary School Teacher
2007 – 2017

Led development of district-level math, science, and technology curriculum. Worked with administrators to revise gifted and talented programs.

Skills

HTML, CSS, JavaScript, TypeScript, React, Redux, Vue, CSS-in-JS, Sass, Express, Jamstack, Next.js, NPM, Node, Gulp, Webpack, Mustache, Git, CI/CD, Zsh, Mocha, Chai, Bourbon, Neat, Bootstrap, Font Awesome, Web Accessibility, Web Performance Optimization, Responsive Design, Figma, InVision, eCommerce Strategy, Software Configuration Management, IT Transformation Planning, Digital Marketing

A/B testing tools: Adobe Target, Dynamic Yield, Monetate, Optimizely, Qubit, Salesforce Marketing Cloud Personalization

Education

The Iron Yard	**SMU**
Spring 2017	2000 – 2005
Front End Engineering	Bachelor's Degree in Psychology Minor in English