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# Phillip Gooch

## Web Application Development

- In-depth knowledge of HTML, CSS/Sass, Javascript, PHP, node.js, and MySQL with additional experience in Python and C/C++.
- Used various libraries including React, Highcharts, p5js, and jQuery.
- Database design, creation, backup, conversion, and restoration.
- Mobile first responsive site design, development and compatibility testing for both scripting and layout across devices and browsers.
- WordPress plugin and theme development, publication, and maintenance.
- Developed fully documented, re-usable, and expandable code managed through SVN and Git version control.
- Rapidly adapted projects based on client, designer, and user feedback.
- Adjusted site layouts and structure based on analytics and SEO strategies.
- Built secure applications for client confidentiality and GDPR compliance.
- Worked on and shipped various projects from simple blogs, large online stores with fulfillment generation, and internal tracking and support tools.

## Work Experience

**Leafly;** Software Engineer

2019 - 2020

Worked on a company rebranding project incorporating designs from an outside consulting firm and feedback from user testing to create a new strain finding experience backed by scientific data and user submitted content.

- Built a playlist system working closely with the API team to build out the necessary endpoints pairing it with a WordPress plugin for content to manage and update lists.
- Updated React applications to implement new functionality and adjust existing features based on user feedback and SEO analysis.
- Crafted a new custom WordPress theme to match the new company branding standards while supporting numerous existing legacy plugins time for a brand refresh.
- Worked closely with the content team to create new features and re-implement existing features that were initially created without the proper resources.
- Planned out feature work to upgrade the outdated WordPress site to the newest current version with plans to convert it into a headless CMS.

**TUNE;** Web Developer

2015 - 2017

Built WordPress support sites and continued to maintain them throughout product changes. Maintained branding and company visual style guidelines, updated theme as the guidelines evolved over time.

- Merged two Zendesk support accounts into a single WordPress site maintaining categorization to provide a single gateway for both clients.
- Created new features to improving upon and streamline writing, updating, searching, and article categorization.
- Developed custom API builder for multiple different API systems allowing clients and the support team to test API calls and build new calls.
- Helped designed new features and templates with marketing for the main company website to ensure release before company event deadline.

**American Marriage Ministries;** Lead Programmer

2013 - 2015

Worked as the project head for an expansive site redesign moving from a previously built WordPress site to a new custom site.

- Converted WordPress based online store to a custom storefront while maintaining previous orders for record keeping.
- Built a custom fulfillment system that generates documents and paperwork depending on items ordered and options selected.
- Tested site for across numerous browsers and devices for a consistent experience across all platforms.

**PGI Auto;** Lead Web Developer

2011 - 2013

Built WordPress sites for dealerships before changing focus to plug-in development in order to provide a better use experience. Eventually created and was in charge of maintaining an employee portal and Craigslist posting tool.

- Designed themes and developed plugins used in numerous clients WordPress websites.
- Created an employee portal that allowed teams to log hours, plan visits and callbacks.
- Built an ad posting and analytics tool to automate posting of ads to Craigslist and kept it up to date across numerous Craigslist changes.

**Future Ranking;** Web Developer

2010 - 2011

Worked on converting design comps into osCommerce and WordPress plugins while working on client training and reporting tools. Continued work as an on-call designer when the need arose.

- Themed and modified osCommerce sites to meet client needs.
- Built a client training portal that allows account representatives to monitor client progress, set personal goals, and share private documents in a secure manner.
- Facilitated large scale server migration and began work on WordPress based osCommerce replacement with the end goal of migrating all clients.

# Education

Associate of Technical Arts (ATA) for Multimedia Web Design

Associate of Fine Arts (AFA) for Digital Illustration

Graduated with Honors

Everett Community College

**Everett, WA**