

Rod Boev

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

rod@basedin.nyc

<http://basedin.nyc>

(347) 644-7001

17 people have recommended Rod on

“Working with Rod has been an excellent experience. He has exactly the kind of deep subject-matter expertise that has really helped us to move the website at Kim Seybert forward by decreasing load times, making our development process more streamlined, and providing insight into some of the biggest issues we’ve faced with the website’s e-commerce platform.”

— **Benjamin Wright**, Sr. Developer, Kim Seybert (team member)

“Over the past year, I’ve had the good fortune of working with Rod on two major projects for Barclaycard. Without Rod’s expertise, strategic creativity and can-do attitude, we would not have the outstanding web sites we do today.

Both internal stakeholders and external vendors are always very pleased when Rod is the developer on a project, as he collaborates so well with the group. Rod is a true genius when it comes to web development and bringing concepts to life.”

— **Laura DeGraff**, VP, Digital Acquisition, Barclaycard US (client)

“In the world of web development, Rod is the complete package. From concept to design and development to deployment & debugging, he excels across the board.”

— **J. Michael O’Brien**, Product Owner, Director, Mezocliq (direct supervisor)

“Rod Boev is one of the smartest, sharpest developers I’ve ever worked with. Not only does he know how to make things work, but he makes them work well to create positive user experiences. His code is lean and purposeful, based on a deep understanding on the underlying logic, and a clear focus on just what’s needed.

Rod is also a great communicator and collaborator, sharing his knowledge with others at a level that makes sense to them, and working with others without ego to make any project better. I strongly recommend Rod for web/digital projects where quality is the goal.”

— **Ted Kusio**, Manager of Software Development, Infor / Hook & Loop
Formerly Senior Developer, Cosgrove Associates (direct report)

“Rod has the total package, a triple-threat if you will. He’s hard working, talented, and great to work with. WordPress.com VIP and NBC Sports have a great partnership, and Rod is a big reason why.”

— **Raanan Bar-Cohen**, General Partner, Resolute Ventures
Formerly SVP Business Services, Automattic / WordPress.com VIP (vendor)

“Working with Rod has been a pleasure – he is motivated, willing to tackle complex issues, provides great customer service, and can quickly switch hats to be instrumental in a variety of technical and business situations. He is able to quickly identify the root of an issue and solve it efficiently without requiring rework or continued fixes. Rod is an asset to any team and comes highly recommended by myself and others you can see here.”

— **Brandon Schnierer**, Solutions Architect, DocuSign
Formerly Program Manager, NBCNews.com (partner)

“I’ve had the pleasure of working with Rod and was very impressed by his technical skills, subject matter expertise and positive attitude. Rod led the development of several key strategic projects where he did an outstanding job bringing our creative to life and going to great lengths to ensure the user experience and interaction with the website were intuitive and seamless.

Rod’s attention to detail is second to none. On both of projects there was a lot of attention paid to various aspects including site adaptability (by making it easy to modify and test different marketing approaches against), search engine optimization, and overall performance to deliver a rich site experience.

One of Rod’s key strengths is his ability to bring a collaborative approach to his projects and build a consensus across his cross-functional partners, and I highly recommend him on any web related project.”

— **Adam A. Allamar**, Sr. Director, Marketing, Head of Digital Acquisition, Barclays (client)

“Rod made the development process transparent from start to finish and delivered exactly what the creative team had envisioned, which was no easy feat. He was patient through several pivots in creative direction. He was a pleasure to work with and a talented and very detail oriented developer.”

— **Kara Miley**, Marketing Associate, Mezocliq (team member)

“Rod has a great understanding of web concepts, front end coding standards, and working with and developing code. He’s professional and a pleasure to work with.”

— **Nat Hagey**, Front-end Web Development Lead, Victoria’s Secret (team member)

“I have had the privilege to work with Rod over the years. He is a passionate developer with an eye for detail. His awareness of creative development and technology makes him a great asset to any company. I really enjoyed working with him directly on several projects. His creative direction is always clear and his deep understanding of the design process is key to a successful outcome. I’d highly recommend Rod.”

— **Claudio Baptista**, Senior Manager, User Experience, The Walt Disney Studios
Formerly Founder, Level C Design (vendor)

“5 Continents International (5CI) reached out to Cosgrove Associates to design and launch their website. Rod did a fantastic job of developing a website that reflected the vision laid out by 5CI. He also led the creation of an intuitive and critical website Content Management System (CMS) that enables 5CI to easily make site modifications when required. Rod was readily available to answer technical questions and to make recommendations on website design, functionality, hosting and content. Rod is very easy to work with and instills confidence when trusting something as critical as a company’s website. I highly recommend working with Rod and the Cosgrove Associates team.”

— **Conrad Z. Mueller**, Founder/Principal, 5 Continents International (client)

“I have had the pleasure of working with Rod on various digital initiatives for the better part of a year now and have nothing but praise for his work. He is an extremely talented developer. When I have encountered a programming issue, he knows exactly where to look to solve my problems.

When given a task, he executes on or before deadline, and consistently meets or exceeds the team’s expectations. He is committed not only to the tasks at hand, but to growing as a leader in the world of front-end web development.

He brings wonderful ideas to the table, is always willing to learn new things, and is never afraid to ask the ‘why’ behind a request. These traits make him an amazing asset to any organization.”

— **Anthony Pizzuto**, Sr. Director, Global Digital Marketing and Production, Wyndham Hotel Group
Formerly Manager, Digital Production, Victoria’s Secret (supervisor)

“Rod was more of a mentor to me than any other title here. I learned a great deal from him about programming, from CSS, to JavaScript, to PHP. Great developer and creative director. Not only does he know how to make things work, he makes sure it’s the optimal solution for the client.”

— **Qiang Wang**, Web Application Developer, DRG Intelligent Concepts Inc
Formerly Developer, Cosgrove Associates (direct report)

“Rod is the best developer you could ever ask for. Elegant, efficient, flexible—his code is nothing short of amazing. I enjoyed working with him and he’ll always be the first call I make when I need anything web related. 10 out of 10.”

— **M. David Johnson**, Managing Partner, Modern Family Law (client)

“Rod juggled many parts of the NBCSports.com redesign serving as designer and developer. He put in plenty of overtime to try to accommodate editor requests, and he had to prioritize numerous requests from different parties. He showed great work ethic.”

— **George Malone**, Sports Editor, Microsoft (partner)

“Rod excels at driving creative and high impact concepts for both content and advertising programs, often with limited direction. We’ve worked together across major events in both building out pre-sales collateral as well as unique one-off sold executions for a large number of high profile clients.

I can honestly say that Rod’s work was near end product on first pass, almost 100% of the time. He has a vast knowledge of the space and how to balance together advertiser branding, editorial content and user flow in a way that is most effective for all parties.

I highly recommend Rod and would love the opportunity to work together in the future.”

— **Holden Berlin**, SVP Program Marketing & Development, Defy Media
Formerly Director, Digital Ad Sales & Advertising, NBC Sports Group (internal client)

“Rod is a jack of many design trades, master of all. Extremely thorough and grasps vision of others and implements without haste. I have never worked with anyone that can turn around more work in a limited amount of time.

Rod always had a calm, cool, collected approach in a fast and crazy Sports Media business that thrives on the Get It Done First, NOW. His soft-spoken demeanor allows him to creatively drive, but never steam roll, as he is always trying to appease the group. That makes him successful at what he does. I would love the opportunity to work with Rod again in the future.”

— **Courtney Jenkins**, Agile Facilitator, Limeade
Formerly Technical Account Manager, Microsoft (partner)

“Rod is an exceptional creative designer who takes the time to understand the overall goals of a project to ensure the top quality of his work. Our business is extremely fast paced with quick turn-around projects, and Rod consistently produces top quality work under this pressure. I’ve worked with Rod on many projects and have been extremely impressed with his work ethic, dedication and talents.”

— **Mark Holland**, Head of Product Management, Sportradar US
Formerly Director of Operations, NBC Sports Group (supervisor)