

# Rod Boev

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## SUMMARY

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From NBC Sports and Victoria's Secret to Visa and the NFL, I've worked with some of the world's biggest brands over the last decade, making the most compelling creative come to life.

My focus on digital spans a wide variety of disciplines including front-end development, mobile-first responsive and user experience design. I've been privileged to build out the interactive portion of several national campaigns.

## EXPERIENCE

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### Mezocliq

*July 2015 – present*

New York, NY

Director, Development

- Pitched and developed an exciting digital marketing approach for the company's public-facing website, drawing on the consumer space to create an immersive experience unique to the enterprise market.
- Extensive experience using emerging and established web standards to achieve a zero framework footprint to maximize performance while maintaining cross-browser compatibility.
- Web application development on Java 8 using Google Web Toolkit framework and Gradle on the front-end, on a platform that uses Thrift, Kafka, Cassandra and Hadoop.
- Leveraged GitFlow to meet business requirements for feature criticality, balancing frequent changes and release deadlines while managing stakeholder expectations.

### Inkreeel

*May 2001 – July 2015*

New York, NY

Founder/President

- Partnered and maintained relationships with some of the best-known agencies as well as individual clients. Provided ongoing expertise in technical architecture and strategy specifically catered to each client-partner.
- Clients included Razorfish, Ruder Finn, CAHG, Story Worldwide, Genome Interactive, VineSpring, Mount Sinai School of Medicine, Rutgers University, Schering-Plough, EasyNews, and others.

### Cosgrove Associates

*March 2012 – February 2014*

New York, NY

Director, Interactive Development

- Practice lead of full-stack development including front-end web, mobile, social media, UX, IA, delivery optimization, backend development, and server software configuration.
- Hands-on leadership, innovation evangelism, and cross-browser best-practices implementation using HTML5, CSS3, responsive design, Ajax, JavaScript & jQuery in a lightweight Agile environment.
- Collaborated with account, strategy, creative and production teams to represent agency's digital media and interactive development services across all channels.
- Executed rapid mitigation strategy for a key client's on-target campaign launch. Triaged and managed technology layer interoperability. Led solutions architecture and implementation.
- Clients included Visa, Barclays, NFL, Chase, Hyatt, Apple, Disney, US Airways, PNC Bank, BB&T, Virgin America, UBS, Ritz-Carlton, Sallie Mae, ADP, IOC, AARP and others.

### Victoria's Secret

*June 2011 – March 2012*

New York, NY

Senior Front-end Web Developer

- Delivered rich user experiences using HTML5, CSS3, jQuery, XML, JSON and Ajax on a Java based platform.
- Developed coding standards and implemented front-end technologies, frameworks and libraries.
- Created new functionality in front-end codebase and presentation-layer technology portfolio.

# NBC Sports

July 2007 – June 2011

Stamford, CT / New York, NY

## Senior Interactive Designer

- Managed NBCSports.com redesign, building consensus between cross-functional onsite and offsite teams.
- Front-end development for code designated “best in class” by leading digital marketing agency.
- Integrated front-end layer interoperability with middleware components using ASP and C# on .NET back-end
- Designed user experience for NBC Sports Talk properties, which comprised the vast majority of site traffic.
- Initiated, evangelized and developed partnership with Automattic for migration to WordPress.com VIP.
- Supervised and trained on-site and third-party designers, developers and editors on platform best practices.
- Created and executed resource transition plan to bring design and development in-house for cost savings.
- Designed and developed rich media ads and microsites for Fortune 500 brands including Toyota, Sprint, Wendy's, Lexus, Mercedes-Benz, Progressive, Coca-Cola, Audi, Allstate, Vonage, Samsung and Travelers.
- Designed NBCOlympics.com video player, viewed 1.3 billion times by 50 million people.

Solucian Networking    Lead Interactive Designer – March 2001 - July 2007    Denver, CO / New York, NY

eFront Media    Creative Director – March 2000 - March 2001    Costa Mesa, CA & New York, NY

Zone One Group    Design Associate – April 1999 – October 1999    New York, NY

The I-Word    Web Designer – September 1998 – April 1999    Bronx, NY

## TECHNICAL SKILLS

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User Experience	Interaction Design	Mobile Applications	WordPress	Information Architecture				
Digital Media	CMS	Usability	User Interface Design	Digital Marketing	Online Advertising			
Interactive Advertising	UXD	User Experience Design	Mobile Design	Responsive Design				
Front-end web development	Web application development	JavaScript	Web Standards					
jQuery	Polymer	HTML 5	CSS 3	Adobe Photoshop	Java	Google Web Toolkit		
GWT	Gradle	Agile Methodologies	Scrum	Kanban	Linux	AJAX	XML	
JSON	NoSQL	Cassandra	Hadoop	Git	GitFlow	SVN	JIRA	LAMP
Apache	MySQL	PHP	Shell Scripting	Google Analytics	SEO	Google AdWords		

## EDUCATION

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University of Virginia    Charlottesville, VA  
Doctoral studies, Molecular Medicine (Physiology, Pharmacology, Pathology)

Stony Brook University    Stony Brook, NY  
B.S., Pharmacological Sciences

The Bronx High School of Science    Bronx, NY

## ENDORSEMENTS

More at: [BASEDIN.NYC/ENDORSEMENTS](http://BASEDIN.NYC/ENDORSEMENTS)

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. Other vendors have commented on Rod's flawless and well-written code. Rod is extremely knowledgeable with all types of coding languages (Ajax, PHP, HTML5), and how to use them in various combinations for the best Web and usability experience. He is also well versed in SEO, responsive design and mobile development.

Rod is both dedicated and quick to respond. Getting the job done right and on time is his priority. It's rare to find someone with such a strong work ethic.

I cannot speak highly enough of Rod and his abilities. I would recommend him to anyone for a fantastic end result. I hope to work with him on many more development projects in the future.

Laura DeGraff  
AVP, Digital Marketing, Barclaycard US

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 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 projects there was a lot of attention paid to various aspects including site modularity (by making it easy to modify and test different marketing approaches against), SEO, and overall design 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 Allamar  
Sr. Director, Digital Marketing, Barclaycard US

Rod is an exceptional designer who takes the time to understand the goals of a project to ensure top quality 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  
Director, Digital Media, NBC Olympics

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, Hook & Loop

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.

Ranaan Bar-Cohen  
SVP, Business Services, Automattic / WordPress

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 steamroll, 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  
Technical Account Manager, NBCNews.com

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 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  
Vice President, Digital Ad Sales Marketing,  
NBC Sports & Olympics