

# 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 past 10 years, making the most compelling creative come to life.

My focus on digital spans a wide variety of disciplines including technical leadership, front-end development, e-commerce, mobile-first responsive, user experience design and digital marketing.

I've been privileged to build out the interactive portion of several national campaigns.

## EXPERIENCE

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### Inkreeel

*February 2010 – Present*

New York, NY

Founder

- Partner with some of the best-known marketing agencies globally, as well as individual clients.
- Current clients include VineSpring, Pip's Island, Kim Seybert and Mezocliq.
- Previous clients include Razorfish, Ruder Finn, CAHG, Story Worldwide, Geno.me, Mount Sinai School of Medicine, Rutgers University and Schering-Plough and others.

### VineSpring

- Develop React-based, AWS-powered (Lambda, CloudFormation, Serverless) SaaS e-commerce platform that powers 350+ wineries in Sonoma and throughout the Midwest.

### Pip's Island

Technical Lead

- Lead developer on this mobile-first site implementing the latest in web components and technologies. Code reviews, refactoring, and leadership within a small team in a Kanban style.
- Implement an inline content editing system on top of Shopify that allows content editing directly on the page as it's viewed by the end-user, eliminating the guesswork involved with making changes.
- Merge tickets and merchandise in a single shopping cart, reducing friction to checkout, bypassing major ticketing providers, creating logistical efficiencies and cost savings in fulfillment.

### Kim Seybert

E-commerce Lead

- Drive bottom-line growth by aligning development efforts to business KPIs.
- Refactor code base, implement modern toolchain and reduce time-to-first-render by over 80%.
- Implement user behavior analytics and A/B testing. Streamline mobile checkout including through checkout flow optimizations, Apple Pay and PayPal One Touch.
- In a trailing-3-month period, increase conversion rate 234% over e-commerce industry average, ROAS by 316%, and revenue by 42% YOY, normalized for visitors and promotions.

## Mezocliq

*July 2015 – November 2017*

New York, NY

### Director, Development

- Ownership of development life cycle for company's public facing website. Tasked with creating a unique enterprise marketing approach drawing on the consumer space.
- Leveraged standards-based web components approach to create an immersive experience that uses hardware optimization in the latest browsers for full screen animations. Engineered to be mobile-first responsive, with progressive enhancement based on form factor and platform capabilities.
- Web application development for end-to-end enterprise processes on an SOA based platform designed for real-time big data streaming using Thrift, Kafka, Cassandra and Hadoop.
- Utilize GitFlow branching model in a lightweight Agile environment to meet business requirements for feature criticality, balancing frequent changes and release deadlines and meeting stakeholder expectations.

## Cosgrove Associates

*March 2012 – February 2014*

New York, NY

### Director, Interactive Development

- Practice lead of full-stack development including front-end web, mobile, 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.
- Developed new e-commerce templates. Established timelines, delivered projects on budget and on time.
- Prepared and communicated status updates, issues and opportunities to the business.
- Kept current on emerging trends, best practices, site compatibility and accessibility.

## NBC Sports

*July 2007 – June 2011*

Stamford, CT / New York, NY

### Senior Interactive Designer

- Front-end development lead for NBCSports.com Code designated “best in class” by 360i.
- Evangelized WordPress and developed partnership with Automattic WordPress.com VIP.
- Contributor to WordPress core.
- Managed NBCSports.com redesign, building consensus between cross-functional teams.
- Designed user experience for NBC Sports Talk properties, which comprise the majority of site traffic.
- Integrated technology layer interoperability using content management system and back-end.
- Supervised and trained on-site and third-party designers, developers and editors.
- 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 Coca-Cola, Toyota, Lexus, Mercedes-Benz, Audi, Samsung, Progressive, Sprint, Wendy's.
- Designed NBCOlympics.com video player, viewed 1.3 billion times by 50 million people.

## Solucian Networking

*March 2001 – July 2007*

Denver, CO & New York, NY

### Lead Interactive Designer (Consultant)

Clients included Sand Hill Wines, Johnson Marquez Legal Group, South Denver Pulmonary, Colorado Retina, Wild Farm Alliance, Senator Dave Owen, Hutchinson Black & Cook, Minor & Brown and others.

## eFront Media

*March 2000 – March 2001*

Costa Mesa, CA & New York, NY

### Creative Director

- Directed creative resources for comScore Top 50 ranked network of 150+ affiliated sites.
- Produced compelling mockups for affiliate and partnership advertising opportunities.
- Established, maintained and implemented style and usability guidelines across the network.
- Produced compelling online ads to drive traffic by leveraging cross-promotional opportunities.

## Zone One

*April 1999 – October 1999*

New York, NY

### Design Associate

- Produced mockups for winning bid on significant client account.
- Designed and developed multilingual website for financial firm.

## The I-Word

*September 1998 – April 1999*

Bronx, NY

### Web Designer

- Produced brochure websites for local business owners
- Developed ongoing relationships with clients based on their satisfaction with creative services.

## SKILLS & EXPERTISE

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Technical Leadership. Digital strategy. E-commerce. Front-end development. Project Management. Cross-functional team leadership. JavaScript. CSS3. HTML5. User Experience. Web Applications. Functional prototyping. Animation. Mobile-first responsive. Responsive web development. Usability. Digital marketing. Pay-per-click (Google and Bing), Paid social media (Facebook and Instagram), Remarketing, A/B testing. Search engine optimization. Content management systems. RESTful web services, JSON, SASS, Gulp, Agile Methodologies, Scrum, Kanban, NoSQL, Git, GitFlow, JIRA, WordPress, WordPress.com VIP, Adobe Creative Suite, Interaction Design. User Interface Design.

## PROJECTS

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### Pip's Island *(2018)*

<http://www.pipsisland.com/>

### Kim Seybert *(2018)*

<http://www.kimseybert.com/>

### Mezocliq *(2017)*

- Responsible for Mezocliq's client-facing, big-data cloud-based enterprise web application.
- Contributions ranged from improving the responsiveness and UX throughout the web app, to building out dashboards that broke out details of complex financial instruments.

### Mezocliq *(2016)*

<http://www.mezocliq.com/>

- Developed the company's website, as well as prototyped the motion graphics concept used. Leveraged the latest web technologies and libraries for hardware-accelerated animations.
- The pages zoom out and reorganize into blocks as a metaphor for the way the company reorganizes and structures data.

### Virgin America *(2013)*

<http://virgin-qa.cosgrovenystaging.com/>

- Created this experiential marketing microsite for a co-branded Virgin America card with Barclaycard.
- Responsible for front-end and motion graphics development.

### Barclaycard Arrival *(2012)*

<http://www.cosgroveny.com/portfolio/open-market/>

<http://arrival.cosgrovenystaging.com/>

- Developed the digital campaign for the highly successful Arrival credit card.
- Focused on realizing the creative vision while making the website very quick to load and navigate.

## NFL Extra Points *(2012)*

<http://www.nflextrapoints.com/>

- Developed a dynamic site that automatically generated 100+ pages, customized for 32 teams as well as specific promotions that each offered.
- This project established Cosgrove's ongoing development engagements with Barclays.

## NBCSports.com *(2011)*

<http://www.nbcsports.com/>

- Responsible for all front-end development of NBCSports.com.
- Managed all stakeholder communications throughout the design and development process.
- Coordinated with NBC ArtWorks on the design.

## 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