

Rod Boev

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SUMMARY

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 specialize in bridging the gap between creative and development and bringing the most immersive experiences to life.

- Project lead for Fortune 500 companies with 15 years' experience in digital media and interactive.
- Experienced in agency, enterprise, and start-up environments.
- Effective team leader with the ability to build consensus and cohesiveness among a group.
- Collaborative, inclusive and flexible with strong communication skills.
- Resourceful individual contributor with extreme attention to detail, the ability to creatively problem-solve and complete tasks with minimal supervision.

Visit <http://basedin.nyc> for my most recent resume and recommendation deck.

EXPERIENCE

Inkreeel

February 2010 – Present

New York, NY

Principal

- Under the umbrella of my own consulting agency, I partner with some of the best-known marketing agencies globally, as well as individual clients, for ongoing consulting work.
- Former clients include Razorfish, Ruder Finn, CAHG, Story Worldwide, Geno.me, Mount Sinai School of Medicine, Rutgers University and Schering-Plough and others.

Case studies from recent clients:

Pip's Island

Technical Lead (contract)

- Development lead, mentorship, code reviews, refactoring with a small team in a Kanban style.
- Implement redesign focused on performance, mobile-first and e-commerce improvements.
- Implement inline content templates, allowing editors to see their changes directly on the page as they're made. Allow extensive modifications by implementing custom Shopify theme schema and inline editing.
- Merge merchandise and tickets in a unified shopping cart, reducing checkout friction, bypassing major ticketing providers, creating logistical efficiencies in fulfillment and reducing operational costs.
- Leverage Liquid, SCSS, HTML5, JavaScript, Slate, Gulp and Browsersync.

VineSpring

Developer (contract)

- Add functionality to SaaS turnkey e-commerce platform powering 350+ wineries.
- Leverage React, JSS, Redux, AWS (Lambda, CF, Serverless), Babel, Webpack and Browserify.

Kim Seybert

E-commerce Lead (contract)

- 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 approach using HTML5, CSS, and JavaScript to create an immersive experience with full screen animations. Engineered to be mobile-first responsive with progressive enhancement for various form factors 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, and Java on Demandware.
- Leveraged Demandware APIs using JavaScript to develop new e-commerce templates.
- Developed coding standards and implemented front-end technologies, frameworks and libraries.
- Added new features and functionality in front-end codebase and presentation-layer technology portfolio, including ingestion and processing of XML and JSON data feeds.
- Collaborated with cross-functional teams to establish timelines and feature requirements, and 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 standards.

NBC Sports

July 2007 – June 2011

Stamford, CT / New York, NY

Senior Interactive Developer

- Managed NBCSports.com redesign; built consensus between cross-functional teams.
- Developed all front-end code for NBCSports.com redesign. Code designated “best in class” by 360i as compared to content/code ratio of comScore Top 10 Digital Media Sports properties.
- Supervised & trained on-site and third-party developers, designers & editors on publishing platform and best practices.
- Executed resource transition plan to bring development team in-house.
- Evangelized WordPress and developed WordPress.com VIP Partnership with Automattic. Contributed to WordPress Core branch to implement new template functionality.
- Designed user experience for NBC Sports Talk properties (vast majority of NBCSports.com traffic.)
- Developed rich media ads and microsites for Fortune 500 brands including Coca-Cola, Toyota, Lexus, Mercedes-Benz, Audi, Samsung, Progressive, Sprint, Wendy's.

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

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

Kim Seybert *(2018)*

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

- Achieved significant revenue growth by aligning development resources with KPI's, optimizing codebase and toolchain, and implementing A/B testing for design elements, user flows and checkout.

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 relationship with Barclays, resulting in over a dozen additional digital campaign launches.

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

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