

MAXX CRAWFORD

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SKILLS

FRONT-END WEB DEVELOPER

Code and debug websites, web applications, banners and emails

HTML5, CSS3 (SASS)

JavaScript (NPM, Gulp)

PHP Frameworks
(Drupal 7-8, Laravel)

Cross-browser
compatibility testing

Search engine optimization

Mac OS, Windows,
Linux Environments

Comfortable working on large,
remote teams including
git and mercurial workflow and
across international time zones

USER EXPERIENCE AND WEB DESIGN

Mobile-first responsive
and UI design

Site architecture and
user-story mapping

Wire framing and interactive
prototyping (InVision)

User testing and user research

Adobe Creative Suite:
Photoshop, Experience Design
(XD), Illustrator, InDesign

Atomic design and style guide /
design system development

DATA ANALYST AND RESEARCHER

Setup, monitor and interpret
digital analytics

Write insights about website,
social, and ecommerce data

Write, develop and analyze large
scale digital marketing surveys

WORK HISTORY

MOZILLA CORPORATION – TULSA, OKLAHOMA APR 2019 – PRESENT

Contract Front-end Engineer – Security and Privacy Team (Remote)

Working on Facebook Container, DNS-over-HTTPS and Enhanced Tracking Protection (Social Tracking Protection) projects with remote members of the Privacy and Security team, including project managers, UI design and QA.

BROTHERS AND COMPANY – TULSA, OKLAHOMA JAN 2013 – APRIL 2019

BroCo Labs Director SEPT 2018 – APRIL 2019

Responsible for the creation of the Labs department, comprised of the research, analytics and development teams. The primary goal was to establish the analytics insight service utilizing multiple data visualization tools and blending various marketing analytics metrics including website, social network, media mentions and ecommerce data.

Interactive Group Director FEB 2017 – SEPT 2018

Provided daily leadership over the interactive department. Managed a team of six web developers. Developed digital marketing solutions for national clients and new business initiatives across a range of platforms and technologies.

User Experience Design FEB 2016 – FEB 2017

Pioneered UX design position at the company. Charged with improving the user experience of all interactive projects (websites, emails, web applications). Estimated and planned 20+ large scale websites. Duties included site architecture, user-story mapping, user research, creating wireframe prototypes and writing project requirement documentation.

Front-end Developer JAN 2013 – FEB 2016

Worked directly with creative team to code static art comps into fully functioning websites.

UNIVERSITY OF TULSA – TULSA, OKLAHOMA SPRING 2018

Adjunct Professor – Intro to Web Design

Taught class of 15 senior-level students website design fundamentals including information architecture, user experience methodologies, wireframe design, high-fidelity prototyping, responsive grids and design systems.

EDUCATION

UNIVERSITY OF ARKANSAS – FORT SMITH – FORT SMITH, ARKANSAS MAY 2010

Bachelor's Degree in Graphic Design – Honors: Chancellor's Leadership Council Scholarship, Order of Omega

ACTIVITIES

TULSA UX USER GROUP – TULSA, OKLAHOMA JULY 2017 – PRESENT

Founder, Organizer

THE MINE FELLOWSHIP – TULSA, OKLAHOMA AUG 2016 – MAY 2017

Fellow, Codehub Team

TULSA WEB DEVS / TECHLAHOMA GROUP – TULSA, OKLAHOMA 2014 – PRESENT

Member, 2000K Conference Team

AWARDS

GRAPHEX 48 – TULSA, OKLAHOMA SPRING 2017

Gold Winner in Interactive for The Tulsa Voice Best of Tulsa 2016 Microsite

GREAT PLAINS JOURNALISM AWARDS SPRING 2017

First Place in One Page Website for The Tulsa Voice Best of Tulsa 2016 Microsite