

# MIKE DATELLE

## AREAS OF EXPERTISE

Proficient in the following software packages: Adobe Creative Suite, Balsamiq, Eclipse, Maven, Gradle, IntelliJ, Visual Studio, Xcode, Android Studio, Microsoft Office, Azure, Apache, Jira, MySQL, Mongo, Windows 10, Linux and Mac OS.

Extensive experience in Graphic Design, Responsive Web Design, UX Design, UI Development, Scrum, Hybrid Mobile Development, Online Marketing, WordPress, SEO, Cross Browser Compatibility, Git, Gulp, Grunt, Browserify, RequireJS, Webpack, Ionic, HTML 5, CSS 3, SASS, Compass, JSTL/EL, JSP, XML, AJAX, JSON, Sencha, React, Redux, Jest, Jasmine, jQuery and ES5/ES6.

## PROFESSIONAL EXPERIENCE

### INFOTYCOON

*Software Engineer*

*May 2016 – Present*

- Built proof of concepts in both Ionic and React Native in order to test product requirements for the re-development of InfoTycoon's flagship mobile app called InfoTycoon Pro.
- Working alongside and helping manage a remote team of JavaScript developers in the re-development of InfoTycoon Pro.
- Coding custom React Native components and pages while implementing Redux for managing application state more effectively.
- Building cross platform hybrid mobile apps for both IOS and Android devices.
- Creating app icons and image assets for both Google Play and the Apple App store.
- Setting up and running build automation with Azure mobile center.
- Attending Scrum meetings, retrospectives and sprint demos with the development team.
- Fixing bug and performance issues that are found during regression testing.
- Migrated the corporate WordPress based website to a Microsoft Azure server to help alleviate performance issues along with setting up a CDN that serves assets from Azure Blob storage.
- Staying up to date on best coding practices for React while providing guidance and recommendations to management on technology stacks that best serve business objectives.
- Creating wireframes in Balsamiq to help visualize user flow and layout for app modules proposed by the product team.
- Identifying app performance bottlenecks and implementing solutions to help reduce memory consumption.
- Supporting and updating InfoTycoon's original line of Sencha based hybrid mobile apps.
- Technologies used: Photoshop CC, WebStorm, Balsamiq, ES6, React Native, Redux, Ionic, Angular, Sencha, Microsoft Azure, Bit bucket, Xcode, Android Studio, Jira and WordPress.

### SHARECARE

*Sr. UI Engineer*

*March 2012 – March 2016*

- Hand coded the UI of JSP's and reusable modules utilizing technologies such as JSTL/EL, HTML 5, CSS 3, SASS and jQuery while following the acceptance criteria of user stories, wireframes and mockup designs.
- Worked with Java developers to integrate UI components with the backend.
- Refactored redundant SASS and JavaScript by modularizing the code into a more organized and reusable format.
- Created AJAX calls to post data to a Mongo DB and retrieve JSON data for social network related content and functionality.
- Attended weekly UI meetings with other UI Engineers to discuss code changes, techniques and front-end related technologies.
- Utilized Require.js to conditionally load JS files in order to help maximize the front-end performance of Sharecare.com.
- Attended daily scrum meetings while giving status updates on ticket progress and potential

roadblocks.

- Developed a demo mobile app that was created with Ionic and Angular.js that I presented for the Engineering Department's lunch and learn.
- Hand coded static web pages for Sharecare's proprietary CMS.
- Worked on one of several development teams consisting of three Java developers and one other UI Engineer.
- Maintained, updated and re-branded the front-end of the Sharecare Fitness .NET application.
- Fixed bug issues found during the QA phase of the development cycle.
- Technologies used: Photoshop CS5, IntelliJ, Visual Studio, JSTL/EL, .NET, HTML 5, CSS 3, SASS, Backbone, Require, Ionic, Angular.js, JavaScript, AJAX, Gulp, Grunt, Browserify and jQuery.

## MFG.COM

*Creative Lead*

*June 2011 – March 2012*

- Created wireframes, prototypes and mockup designs that helped visualize the proposed flow of the company's new website.
- Worked closely with the CEO and CTO to ensure the new website was aligned with the company's business objectives.
- Redesigned and coded the UI of MFG.com's web application, to give the end user a more modern and improved user experience.
- Worked with Java developers to implement a new UI design and helped fix bug issues.
- Coordinated graphic design projects between the marketing department and junior designers.
- Adhered to company brand standards while designing sales and marketing collateral.
- Technologies used: Photoshop CS5, Illustrator CS5, Dreamweaver CS5, Axure, Eclipse, HTML 5, XHTML, CSS, JavaScript, AJAX, jQuery and Drupal.

## INTERCONTINENTAL HOTELS GROUP

*Contract UI Engineer*

*November 2010 – June 2011*

- Developed the front end for an intranet based web application called Hotel Solutions.
- Created hand coded templates from design comps using HTML 5, CSS, JavaScript and XSL.
- Used jQuery and AJAX to enhance forms and other interactive page elements to create a more intuitive end user experience.
- Developed XSL templates used to produce dynamic pages based on data stored in XML. The XML is generated by a business intelligence application called Endeca, which receives an XQuery based on user input.
- Worked very close with Java developers to help implement the XSL files into an open source portal application called Liferay.
- Designed new page mockups using Photoshop that were based on business requirements from internal clients.
- Technologies used: Photoshop CS5, Dreamweaver CS5, Eclipse, HTML 5, CSS, JavaScript, AJAX, jQuery, XML, XSLT, XPath, Alfresco, Endeca and Liferay.

## NATIONALNET

*Sr. Web/Print Designer*

*March 2008 – July 2010*

- Redesigned and developed Nationalnet.com and helped brand the company to have a more corporate image. The site consists of Flash, XHTML, CSS and JavaScript.
- Created magazine ads, large format banners and other marketing and advertising based material, to help promote the company's new look and products.
- Created the front-end design and template for NationalNet's web based affiliate marketing application called ExecutiveStats.
- Designed the ExecutiveStats logo, as well as advertisements and other promotional material.
- Working directly with PHP programmers to integrate back end functionality with Nationalnet.com and other sites being developed.
- Designed Flash and GIF animated banner and button advertisements containing tracking tags to collect data on potential clients.
- Created a vector based 3D overhead of the entire data center. Interactive elements were

- developed in Flash to highlight and give a detailed explanation of equipment within the building.
- Technologies used: CSS, XHTML 1.0, Photoshop CS5, Illustrator CS5, Dreamweaver CS5, JavaScript, PHP, Flash CS5 and Swift 3D.

## WEBMD

*Contract Sr. Front End Developer / Atlanta, GA*

*May 2007- February 2008*

- Developed non-table based layouts consisting of CSS, XHTML and DOM scripting. These pages were then published using WebMD's proprietary CMS called Page Builder.
- Tested and validated pages while making sure they displayed correctly on several different browsers and OS platforms.
- Worked with producers and project managers in order to keep WebMD.com updated with fresh content, while using Page Builder to perform daily updates.
- Created monthly email newsletters and tested to ensure compatibility between multiple e-mail clients.
- Technologies used: CSS, XHTML 1.0, Photoshop CS2, Dreamweaver 8, JavaScript, XML, PageBuilder, Flash and MS CMS.

## GEORGIA-PACIFIC

*Contract Sr. Front End Developer / Atlanta, GA*

*February 2007 – April 2007*

- Re-designed and developed Georgia-Pacific's commercial web site [www.gp.com](http://www.gp.com) using a non-table based layout consisting of CSS, XHTML, JavaScript and ASP.NET.
- Managed and trained interns and Co-op's.
- Distributed development projects to make sure overall site re-design was completed within the 2 month deadline.
- Technologies used: CSS, XHTML 1.0, Photoshop CS2, Visual Web Developer, JavaScript, Flash 8 and ASP.NET 2.0.

## JBOSS - A DIVISION OF RED HAT

*Sr. Web Designer / Atlanta, GA*

*April 2006 – February 2007*

- Created front-end designs and cascading style sheets for collective JBoss websites and online marketing campaigns using Photoshop CS and Dreamweaver 8.
- Developed pages in XHTML while using CSS to control layout and design.
- Updated and maintained content and usability for [jboss.com](http://jboss.com), [jbossworld.com](http://jbossworld.com) and [redhat.com](http://redhat.com).
- Created Flash demos and web casts of JBoss products that were used for marketing tools.
- Designed and developed HTML emails and landing pages for company sponsored events.
- Designed banner ads and other online advertising collateral.
- Managed projects and interfaced directly with internal clients.
- Designed Flash and GIF animated banner advertisements to promote the JBoss suite of software products.
- Technologies used: JBoss Portal CMS, CSS, XHTML 1.0, Photoshop CS2, Illustrator CS2, Dreamweaver 8, Flash 8, Flash Video, Actionscript, XML, and JavaScript.

## BELLSOUTH LARGE BUSINESS - MARKETING AND ADVERTISING

*Contract Web Designer / Developer / Atlanta, GA*

*July 2005 – April 2006*

- Developed web pages that BellSouth Large Business customers were directed to through direct and e-mail marketing campaigns. These pages contain data capture fields along with tracking tags, to help the marketing team determine click through and responses rates. All pages were built using Dreamweaver and consisted of CSS, HTML, ASP, Flash and JavaScript.
- Designed and developed HTML based marketing e-mails that were sent to an outside vendor for distribution to BellSouth Large Business clients.
- Hosted and administered an internal IIS web testing server.

- Acted as central point of contact for all IT related issues within the marketing group.
- Collected and prioritized all large business advertising web projects.
- Created Flash based banner advertisements promoting BellSouth business solutions.
- Technologies used: CSS, XHTML 1.0, Photoshop CS2, Dreamweaver 8, Flash 8, and JavaScript.

#### DEPARTMENT OF COMMUNITY AFFAIRS

*Web Designer / Atlanta, GA*

*September 2001 – July 2005*

- Worked with internal clients to ensure up to date web content throughout all the independent web sites that DCA hosts using Dreamweaver.
- Created print design work for various brochures and department related materials.
- Updated and maintained the DCA web site, which consists of 5000+ pages.
- Created high quality graphic design work using Photoshop and Illustrator to visually communicate and highlight a professional look and feel for DCA.
- Stayed up to date with design trends and technology.
- Worked closely with developers in order to maximize the overall quality of work being completed.
- Created department related websites, which consist of HTML, Javascript, Flash and ASP, from concept to finish.
- Designed web layouts for online applications and (GUI) user interfaces using Photoshop, Fireworks and Dreamweaver.
- Programmed JavaScript and CSS to help with design productivity.
- Created banner ads that promoted department related housing programs and grants displayed on local state government websites.
- Technologies used: CSS, HTML 4.01, XHTML Photoshop CS2, Illustrator CS2, Acrobat Pro, Dreamweaver MX, Flash MX, Actionscript, Classic ASP and JavaScript.

#### FAUCETT NEW MEDIA

*Web Designer / Graphic Designer / Atlanta, GA*

*March 2000 - August 2001*

- Designed look and feel of web sites using Photoshop, Illustrator, Flash and Dreamweaver.
- Used 3D Studio Max, Photoshop and Flash to create innovative designs for interactive media projects.
- Uploaded compositions to our web site for internal critiquing and client viewing.
- Created and designed interactive business cards and product presentations using Flash, Photoshop and 3d Studio Max.
- Designed (GUI) user interfaces for mobile and remote applications.
- Worked closely with the development team to ensure that design elements would integrate correctly with back end database applications.
- Met with clients to discuss design and development solutions.
- Technologies used: Photoshop, Illustrator, Dreamweaver, Fireworks, Flash, Actionscript and 3D Studio Max.

#### CMG

*Contract Web Designer / 3d Modeler / Atlanta, GA*

*November 1999 - March 2000*

- Designed 3d models, characters and clothing for several web sites including a virtual mall.
- The virtual mall was created primarily in Flash and 3d Studio Max, while using Generator for content and image updating.
- Designed and developed various web sites from start to finish using Flash, Dreamweaver, Fireworks and Photoshop.
- Technologies used: Poser 3D, Generator, Photoshop, Illustrator, Dreamweaver, Flash, 3D Studio Max and HTML.

#### 3D JOE CORPORATION

*Animation Assistant / Internship / San Francisco, CA*  
*March 1997 - August 1997*

- Helped design the content for various interactive multimedia projects while working with animators using 3D Studio Max, After Effects and Adobe Photoshop.
- Produced 3D/2D computer generated animations for interactive CD's, educational games for children and broadcast television.
- Technologies used: Photoshop and 3D Studio Max.

#### WOLF CAMERA

*Digital Artist / Atlanta, GA*  
*September 1996 - February 1997*

- Scanned, color corrected, manipulated and restored old worn out photographs and other photographic images using Adobe Photoshop.
- Created graphics for various web sites and other printed media. Photoshop and Illustrator were used to create all graphic content.
- Created websites from start to finish using FrontPage.
- Technologies used: FrontPage, HTML and Photoshop.

#### EDUCATION

##### ART INSTITUTE OF ATLANTA

*Visual Communications / Atlanta, GA*

Graphic design, web design, digital imaging and other related courses.