

John Darek Tatum

10902 Palace Way • Dallas, TX • 75218 • 214.223.0960 • jdtatum.com • jdtatum@gmail.com

EXPERIENCE

Half Price Books Web Developer/Designer

2010 - present

- Manage web team overseeing design and code
- Design/code/manage HPB.com and other HPB owned websites
- Design/code dynamic emails
- Prepare wireframes/mock-ups/annotations for new page designs
- Involved in UX decisions and usability testing
- Design digital assets for advertising/social media

Awarded:

Silver Addy for HPB.com redesign 2010
Bronze Addy for BlankYourHoliday.com 2013

Freelance Web Designer

2003 - Present

- Design/develop interactive, cross browser compatible sites based on client requirements
- Implement/customize eCommerce engines
- Implement/customize CMS such as WordPress
- Perform customer service and duties common to small businesses

JCPenney

Web Design and Development for Internal Communications

2009 - 2010

- Designed/developed associate-facing sites
- Prepared/implemented streaming video, photo galleries, and minor writing for company intranet
- Provided support and knowledge for new web initiatives including social networking and idea management
- Designed/coded associate emails

Awarded:

HR Associate of the Month for initiating and facilitating use of QR tags in monthly print publication and introducing streaming video to the corporate intranet

BeutiControl Cosmetics

Web Designer/Tech Specialist

2006 - 2009

- Acted as lead designer in redesign and development of consultant intranet site
- Converted Photoshop documents to fully functioning HTML/CSS pages
- Assisted in management and development of BeutiControl owned websites
- Worked with Javascript frameworks such as jQuery and Mootools to create interactive, dynamic web pages
- Designed/coded emails

PROFICIENT IN

HTML5 / XHTML
CSS3
Javascript / jQuery
Adobe Creative Cloud
Bootstrap
WordPress
Microsoft Office

WORKING KNOWLEDGE

SQL
PHP
Sass
Ruby on Rails
XML / JSON
Axure

EDUCATION

Abilene Christian University

Bachelor of Science in
Integrated Marketing
Communications
2003

Collin County Community College

2007

Relevant classes:

HTML / CSS
Introduction to Javascript
AJAX Programming

Dallas Comedy House Improv Training

2010

AFFILIATIONS

Dallas Society of
Visual Communications

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EXPERIENCE (cont.)

American Association for Respiratory Care

Internet Services Specialist

2004 - 2006

- Assisted in management and development of AARC sites
- Designed site layouts/UI
- Designed/created animations/UI in Flash
- Designed layouts/print ads for publication in member magazines
- Wrote press releases for online publications
- Created/distributed mass emailings using large member database

Starbucks

Barista

January 2004 - July 2004

- Learned one of the last Starbucks manual espresso machines in the country
- Caffeinated customer service