



DENNIS PLUCINIK

Sr. Front End Web Developer

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CORE COMPETENCIES

- Expert knowledge of XHTML, CSS, JavaScript (jQuery & YUI), AJAX, PHP, & MySQL
- Effective leadership experience managing multifaceted and remote located teams
- Direct client relationship management experience
- Detailed knowledge of e-commerce workflow
- Experience with user behavior research, web analytics, and conversion optimization
- Ability to diagram relational database models

WORK EXPERIENCE

Position: Creative Design Consultant – Tallan, Inc.

05/08 to Present

SUMMARY: At Tallan, I work on multiple projects, with different teams, in different locations, many times simultaneously. The position requires the ability to constantly shift focus, pick up new technologies fast, work with developers of varying experience and ability, and take direction from different stakeholders every day.

HIGHLIGHT: As the lead designer, I contributed materially to the completion of a year-long internal project resulting in the successful launch of three projects: 1.) a CRM web application with a custom iPhone interface, 2.) a complimentary e-commerce web application, built using a different technology, and 3.) a marketing strategy for the CRM application including defining a paid advertising strategy and budget, designing SEM (search engine marketing) and SMM (social media marketing) campaigns & training others to maintain those campaigns.

TECHNICAL DETAILS & RESULTS:

- Produce graphics, mockups, wireframes, workflow diagrams, XHTML, CSS, JavaScript, PHP, and MySQL
- Define UX & UI requirements, tasks, and timelines for development team
- Interface directly with clients as the lead creative consultant

Position: Freelance Web Developer

2003 to 05/08

SUMMARY: Freelancing gave me an opportunity to appreciate all the components that go into producing websites. Most importantly, I understand the scope and value that each component brings to each project.

HIGHLIGHT: Produced 4 custom e-commerce web applications and a custom social network in the span of 1 year.

TECHNICAL DETAILS & RESULTS:

- Produced graphics, mockups, wireframes, workflow diagrams, XHTML, CSS, JavaScript, PHP, and MySQL
- Helped clients translate their business requirements onto the web

Position: Marketing Manager – Dave and Adam’s Card World

08/05 to 08/07

SUMMARY: Dave and Adam’s Card World based in Buffalo, is the world’s largest online retailer of trading cards and sports, music, and movie memorabilia. I held the lead creative position on all marketing activities (local & online) for 2 years. My responsibility was to quantify the value of (usually by ROI) and decide which marketing activities to continue or not.

HIGHLIGHT: Designed online marketing campaigns based on continuous design usability and user behavior research that optimized conversion rates and increased revenue by \$50k to 70K/month.

TECHNICAL DETAILS & RESULTS:

- Attended SEO Strategies conference in Toronto in 2006 & 2007
- Produced a custom community website (PHP/MySQL) to promote their local retail stores and events
- Initiated SMM campaign, and customer retention programs
- Created all graphics for print and web including banners, magazines, & in-store signage

Position: Co-Owner / Director – One Hour Art Gallery

12/02 to 12/05

SUMMARY: I co-founded this small art gallery with a friend in Buffalo in order to showcase work created by local artists. Over the course of three years, we organized a team of dozens of volunteers and successfully hosted over 30 events. The most important and lasting use of this business was to sponsor the founding of a University recognized (funded) organization which, I served on for 2 years as Treasurer, and is still active today.

HIGHLIGHT: Working with volunteers and SUNY UB faculty in order to create the Student Visual Arts Organization (SVAO). This experience gave me only insight I have into working with government bureaucracy (as small as it was).

TECHNICAL DETAILS & RESULTS:

- Designed all marketing materials including flyers and community events website
- Worked with local universities, students, and professors to organize art exhibitions
- Responsible for direction of volunteer student staff and SVAO officers

PROGRAMMING / SCRIPTING & SOFTWARE

- XHTML, CSS, JavaScript (jQuery, YUI, Scriptaculous/Prototype), AJAX, ActionScript 2 & 3
- PHP/MySQL, JAVA, JSP, ASP, .NET, C#
- Adobe Photoshop CS2/3, InDesign, Flash, Dreamweaver, Illustrator, Fireworks
- Spring, Hibernate, Maven, Cruise Control, SVN, TFS, Visual Studio, Eclipse, SQL Server

EDUCATION

SUNY University at Buffalo – Undergraduate B.S. Business Management

05/08