Richard Clifford

Front-End Developer / Digital Designer

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Pittsburgh, PA

WORK EXPERIENCE

DICK's Sporting Goods

Software Engineer - Marketing	Sept 2024 - Present
Creative Developer	Nov 2020 - Sept 2024
Associate Creative Developer	Oct 2019 - Nov 2020
Email Marketing Developer	June 2018 - Oct 2019

- Lead developer for DICK'S Email 2.0 initiative.
  - Developed templates and components to match the new email design system.
  - Architect for dialog experience within AEM.
- Lead developer for animated HTML5 display banners.
- Lead developer in transitioning marketing emails into Adobe Experience Manger (AEM).
  - Developed all templates, components, and dialog experiences.
- Developed and maintained in-house email framework.
- Project lead for DAM documentation website.
- Lead developer and webmaster for internal documentation websites for email and DAM creative departments.
- Subject-matter-export for best practices and industry standards for email and display.
- Subject-matter-expert on web accessibility (WCAG) compliance.

Tag

Front-End Developer	May 2016 - May 2018

- Developed responsive emails and animated HTML5 display banners.
- Development lead for all Levi's and Dockers email campaigns.
- Provided client support and feedback on development and best practices.
- Clients included: Levi's, Dockers, Hilton, Cartier, Piaget, Elizabeth Arden, TIAA.

RSQP: Print & Design

Graphic Designer / Part-time	Sept 2013 - Apr 2016

- Designed and printed print material such as business cards, letterhead, stationery, and invitations.
- Redesigned and developed new company website.
- Managed company website and social media presence.

Mind Over Media

Digital Intern	Sept 2014 - Jan 2016

EDUCATION

West Liberty University
B.S. Graphic Design
2010-2014

INDUSTRY KNOWLEDGE

Web design & development,
Display ad design &
development,
Email design & development,
Web ADA Accessibility (WCAG),
User Experience,
Agile/Scrum Methodology,
Project management,
Research, Documentation

CODE

HTML, CSS, SCSS, JavaScript,
Greensock (GSAP), JQuery,
Bootstrap, React,
Adobe Experience Manager
(AEM), HTL

SOFTWARE / TOOLS

Visual Studio Code, Figma,
GitHub, Adobe Photoshop,
Adobe Illustrator,
Adobe After Effects, Litmus,
Adobe Experience Manager,
JIRA, Confluence, Workfront,
Miro, Movable Ink,
Microsoft Word

CERTIFICATIONS

LITMUS
Email Design & Development
2022