

# JEFFREY EIDEN

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**SUMMARY** Web designer and front-end engineer with a passion for creating impactful technology products. Seamlessly combines design acumen with development skills to create dynamic web applications that solve real-world problems. Looking to join an early-stage startup poised for scaling quickly.

## SKILLS

### Proficient

JavaScript/CoffeeScript; jQuery & AJAX; D3.js; APIs; HTML/CSS; SCSS/LESS; Ruby on Rails; Sidekiq; Heroku; Amazon S3; CloudFront; Wireframing; Responsive Design; Adobe Photoshop; Adobe Illustrator; GIT; Mixpanel; Google Analytics & AdWords; Schema.org rich snippets

### Familiar

Python & Flask; Sinatra; Redis; Ember.js; Handlebars.js; Middleman

## EXPERIENCE

### Founder & Front-End Developer

*BetterThanReviews.com*, September 2013-July 2014

- Led design & front-end development of a consumer-facing reviews site for home security industry that distributes hundreds of leads to security companies each day
- Wireframed and developed embeddable JavaScript widget used by security clients to power proprietary online lead generation, proven to boost leads by 20% or more
- Boosted organic traffic to thousands of daily impressions through creation of XML sitemaps, use of Google Rich Snippet microdata, and data submission to Google Webmaster Tools
- Built real-time responsive admin analytics dashboard for security companies to monitor lead generation performance using HighCharts, jQuery and CoffeeScript
- Implemented Mixpanel funnels with custom JavaScript events, and used conversion rate data to inform design and feature decisions for upcoming releases
- Planned and executed development sprints to meet business objectives and performed code reviews to ensure quality and scalability
- Grew company to revenue-positive through nurturing of client relationships and B2B sales

### Web Application Developer

*LiveWatch Security*, September 2013-July 2014

- Designed and developed internal application for 30+ person phone sales team used for all outbound sales calls built with Foundation, Rails, and Redis.
- Wireframed and built responsive front-end of an e-commerce engine built on Rails allowing customers to customize and purchase a security system entirely online
- Replatformed and rebranded LiveWatch.com to handle high-traffic spikes from TV advertising using Middleman static site generator
- Created shared assets among sub-domain applications using Sinatra and third-party JavaScript to create a uniform front-end for separate LiveWatch applications

### User Interface Developer/Business Technology Analyst

*Deloitte Digital*, September 2012-September 2013

- Transformed Photoshop mockups into interactive promotional landing pages on TOMS.com seen by tens of thousands of users each day using HTML, CSS, JavaScript, & jQuery
- Securely transferred email addresses collected on landing pages via AJAX and APIs to TOMS email-marketing lists for new product launches, giving initiatives, and partnerships
- Ensured high-quality social sharing by adding Schema.org & Open Graph tag HTML markup to landing pages
- Configured TOMS' Magento eCommerce platform for successful code deployments
- Trained and managed offshore UI developers to ensure code quality and on-time code shipping

### Product Manager/User Interface Designer

*MentorMob.com*, June 2011-May 2012

- Designed user workflows, wireframes, and rich Photoshop mockups for new site features

- Conducted user testing and analysis to drive feature planning and design
- Developed a game mechanics system to enhance user experience and grow active user base
- Collaborated to plan and execute go-to-market strategy for public launch of MentorMob

### **President and Co-Founder**

*Present Bee Inc.*, January 2010-June 2011

- Drove wireframe & workflow design for alpha and beta sites
- Developed user personas through customer development research and focus groups
- Oversaw customer acquisition effort via beta user group recruitment and social media campaigns
- Managed investor relations that led to securing of seed funding

## **PROJECTS**

### **Chattermap**

- Visualized internet comment threads using D3.js and the Reddit API
- Leveraged semantic analysis and interactive UI to tell a visual story of an online conversation

### **JeffEiden.com**

- Designed and developed custom personal portfolio using Rails, jQuery & CoffeeScript
- Provided in-depth explanations of my technical skills and previous projects with responsive UI

## **HONORS**

**1<sup>st</sup> Prize in Northwestern University Venture Challenge**, May 2011

*Won campus-wide undergraduate and graduate entrepreneurship competition for PresentBee.com*

**Thomas J. Sargent Award**, 2009 & 2010

*Awarded to one Northwestern Communication Studies student who displays academic excellence*

## **EDUCATION**

**Northwestern University**, Evanston, Illinois

*Bachelor in Science*, June 2012

*Major: Communication Studies, Minor: Business Institutions*

*Computer Science Coursework: Tools and Technology of the Web (Grade: A), Intro to Computer Programming (Grade: A)*

*Cumulative GPA: 3.95/4.0*