

KEANEN FARR

EXPERIENCED WEB DEVELOPER

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EXPERIENCE

3/2007 – Present

WEB DEVELOPER

VIP EVENT RESOURCES – PARK CITY, UT

VIP Event Resources makes software for the corporate meetings and incentives travel industry. I was the initial developer for the company tasked with making a custom software solution to automate the business processes involved with managing clients, events, vendors, and staff. The application has since grown into a commercial application that is used all over the world by the largest companies in the industry.

Accomplishments:

- Designed a commercially-available software application that manages the entire business process for destination management companies. I worked at all tiers of the application including UI, business logic, and database.
- Created several SEO-friendly public marketing websites for the parent company's three other divisions.
- Created online marketing campaigns for the company and clients.
- Integrated a custom website with Salesforce.com's API.
- Wrote a web-based location tracking system that integrated the company's Blackberry phones with Google Maps API. Location markers on the map dynamically updated via AJAX calls.
- Managed parent company's Windows servers and domain. These included three on-site servers and three high-availability servers hosted on the Amazon EC2 Cloud.

Tools and technology used: ASP.NET (4.0), C#, MS SQL, Visual Studio, XHTML, jQuery, JavaScript, AJAX, SVN, Jira, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Flash, Adobe Premiere, Adobe AfterEffects, IIS, DNS, SCRUM methodology.

6/2005 – 3/2007

WEB DEVELOPER / WEB DESIGNER

SPRING2 TECHNOLOGIES – SANDY, UT

Spring2 is a custom software development and consulting firm. My primary responsibility was the user interface design of several large applications for various clients. The company standardized on an .NET based open-source MVC platform and my job was to integrate UI layer into the business logic.

Accomplishments:

- Designed the UI for two e-commerce systems for companies in the direct sales industry. Modules included order entry, content management system, order history, customer service.
- Developed a custom, AJAX-enabled application that allowed customers to create and order custom lettering designs online. The orders would then be fulfilled by the company in the form of vinyl lettering that could then be applied to any surface (a wall for example).
- Designed SEO-friendly public marketing websites for clients.

Tools used: XHTML, Photoshop, Flash, AJAX, ASP.NET, and C#, JavaScript, SCRUM methodology.

3/2005 – 6/2005

SOFTWARE ENGINEER II

AMX INTERNATIONAL – SALT LAKE CITY, UT

This was a short-term project designing web-based billing and management software for utility companies. The original application was developed as a standard desktop application and our team was tasked with converting it to a web-based platform.

5/2004 – 3/2005

WEB DEVELOPER

STAKER & PARSON COMPANIES – OGDEN, UT

Staker & Parson Companies is a large construction firm with hundreds of locations throughout Utah, Idaho, Wyoming, Oregon, Colorado, and Arizona.

I designed multiple custom web applications to manage the company's construction process including:

- A web-based time and equipment billing and reporting system for managers.

- A field data entry system running on Windows Mobile devices (.NET Compact Framework) that would synchronize data over cellular networks. The system was integrated with the web-based time and equipment billing and reporting system.
- A property management system that tracked the status of each property the company owned and reminded managers when important events were due for each property.
- A resource distribution and customer ranking system that allowed the company to prioritize distribution of sometimes limited resources (i.e. concrete) to their best customers.
- Several other reports and utilities.

Tools used: ASP.NET, ASP, VBScript, C#, Photoshop.

10/2002 – 5/2004 **WEB DEVELOPER**

STAMPIN' UP! – SANDY, UT

Stampin' Up! is a \$200-million/year, 500+ employee company and is the market leader in decorative rubber stamps and scrapbooking supplies. Their web site receives an average of 25,000 unique visits every day (over 1.5 million hits). I worked with a team of approximately 30 people in the IT department and also lead multiple website committees consisting of about 10 people each. My job responsibilities included improving their web site and demonstrator portal, developing a new company intranet portal, and coordinating web development efforts within the company.

Tools used: C#, ASP.NET, ADO.NET, ASP, VBScript, Adobe Photoshop, HTML, Microsoft SQL Server, Macromedia Flash, Visual Studio .NET, and associated technologies.

2/2000 – 10/2002 **DIRECTOR OF WEB DEVELOPMENT**

MARKETING ALLY – PROVO, UT

Responsibilities: create professional, database-driven websites with graphics for clients; administer SQL server; create new instances of web sites on servers; administer accounts on POP3 and Exchange servers; register new domains; administer DNS servers; patch servers with the latest security releases; design brochures, flyers, business cards, signs and other graphics as needed for the company; create graphics for other programming staff members; hardware and network support at client sites.

Accomplishments:

- Designed a custom CRM package for Frito Lay to use with their Snacks to You program.
- Designed company website that brought in several new sales leads every week.
- Designed a company intranet and integrated it with an LDAP directory.
- Upgraded and added redundant SQL servers
- Designed several integrated e-commerce systems (for agents AND customers to use) for clients like Frito Lay, 3Com, Novell, and the Discovery Channel.
- Integrated EDI systems with UPS and Frito Lay.

Tools used: ASP, Visual Basic, Adobe Photoshop, HTML, Microsoft SQL Server, Macromedia Flash, IIS, DNS

1/1999 – 2/2000 **WEB DEVELOPER & DESIGNER**

OGDEN PUBLISHING CORPORATION – OGDEN, UT

Responsibilities: create professional, database-driven websites with graphics for clients; administer all web and SQL servers; register new domains. I designed a news website for Hill Air Force Base that was in use for 7 years.

1/1994 – 11/1996 **GRAPHIC DESIGNER**

OGDEN PUBLISHING CORPORATION – OGDEN, UT

I was hired at the age of 16 to work on designing advertisements, promotions, special section covers, and more for publishing in the Ogden Standard-Examiner newspaper and associated publications. I also assisted in scanning editorial photos into news content management systems for placement in the paper; output large-format documents on company imagesetters; occasional paste-up for editorial and classified; and I was after-hours technical support for Macintosh and RIP/imagesetter systems.

E D U C A T I O N

1995 **GRADUATED FREMONT HIGH SCHOOL**
GPA 3.8

1996

WEBER STATE UNIVERSITY
Major: Computer Science

Please visit www.keanenfarr.com for a portfolio containing examples of my work.