

Christian Hain (He/Him)

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Qualifications

1. Thirteen years of experience with web-based user interface design, development, user experience enhancement, usability and accessibility standards, automated testing, team building, and delivering functional products on time
2. Industry experience in e-commerce, news and entertainment, transportation, construction, and specialty products
3. Seven enterprise-level site rewrites, four enterprise-level redesigns (reskinning or piecemeal upgrades), nine small-business or charity builds, three internal web tools, and one portfolio site including three-tier web applications, microservices, single-page apps, and brochure sites
4. Expertise experience in conceptualizing business requirements, creating flow diagrams, designing prototypes from concepts, developing front-end and server-side code, converting prototypes into user interfaces, building design systems, and implementing the look and feel of web pages/web apps
5. Experienced in documenting and implementing development best practices across teams

TECHNICAL QUALIFICATIONS

LIBRARIES, LANGUAGES, AND FRAMEWORKS

Preferred languages: EcmaScript/JavaScript, HTML5, CSS3, Bash

Familiar languages: PHP, C#, .NET, Java

JavaScript: React.js (React v16, ReactDOM), Next.js, Razzle.js, Stencil.js, Storybook.js, Dust.js, TypeScript, MochaJS, jQuery

CSS: Foundation (Foundation for Sites, Foundation for Emails), Bootstrap, Materialize, Spectre, Sass/SCSS, Less

METHODOLOGIES

BEM, SMACCS, Lobotomized Owl, and other conventions to manage enterprise-level CSS, Atomic Design, Atomic Commits, Seven-in-One CSS, *rel vs data* attribute selection, responsive design, and accessible design.

NON-TECHNICAL QUALIFICATIONS

Agile methodologies: Jira, Daily Scrums, Scrum Master, Backlog Refinement, Story Refinement, Given-When-Then Acceptance Tests, Sprint Planning and Estimation

Documentation: Confluence, MediaWiki, Technical Documentation, README's, Markdown, Whitepapers, One-Pagers, Business Requirement Documents

SOFTWARE AND SERVICES

CMS: Craft CMS, ExpressionEngine, Twig

SaaS: Optimizely, Rigor, Atlassian Products, Acoustic/CoreMetrics, Google Analytics, Litmus, Amazon Web Services

Databases: SQL (MySQL) and NoSQL (MongoDB, DynamoDB)

Software development tools: Git, Yarn/NPM, Docker, Gulp, Babel, Bower, Webpack

UI/UX: Adobe Creative Suite (Photoshop, Illustrator, XD, Animate), Sketch, Figma

Misc: Leading organization-wide committees, A/B Testing, Spreadsheets (Google Sheets, Numbers, Excel), Slideshows (Google Docs, Keynote, PowerPoint)

ENTERPRISE DEVELOPMENT EXPERIENCE

5 years @ Amazon, Inc./Fabirc.com, Inc.
5 years @ Turner Services, Inc./CNN
1 year @ Wipro Limited/Delta Air Lines, Inc.

EDUCATION

Art Institute of Philadelphia, Philadelphia, PA
BS Graphic Design, 2009

Work Experience Amazon.com, Inc./Fabric.com, Inc. WDEIII • JUL 2017-PRESENT

In 2017, a former co-worker called me and told me about an opportunity at Fabric.com, an e-commerce company/warehouse in Kennesaw, Georgia. They were looking to rewrite their website using React.js. I had just finished a sizeable React.js project a few months prior, so this was an excellent opportunity to continue expanding my experience.

In the past five years, I've rewritten the front-end of their checkout application, spun up a CMS and developed a new homepage, led a team of junior developers to reimagine the site's product detail page, and led a Scrum team of senior developers to rewrite legacy .NET applications and graceful deprecations. Most of the new applications used React.js and Next.js, and I used Web Components for any UI elements used across stacks.

Additionally, I've instilled high standards in the organization, including accurate estimates, high-quality documentation, best practices related to Git, and automated testing/high code coverage. I've also managed several Optimizely campaigns, led the company's Customer Experience Committee, and spearheaded accessibility initiatives.

LEADERSHIP AND TEAMWORK

1. Served as Scrum master for three teams
2. Coached teammates to push beyond minimum metrics and KPIs, resulting in test coverage 12% higher than department standards and sprint completion rates 7% higher than Amazon's standards
3. Worked with three other Tech teams to improve sprint planning accuracy and completion rates to be within Amazon's standard range, boosting the entire department's completion rate by 14% in four months
4. Wrote various artifacts to document team dynamics, processes, standards, and setup guides which helped with new team member onboarding and knowledge sharing
5. Relocated Scrum team into a conference room to stimulate creative/startup style collaboration, which helped build a team culture and naturally kept all members "in the know" with all aspects of the project. This environment resulted in a successful, on-time product launch with no defects
6. Founded a CX Committee to unite UX, Tech, Marketing, Customer Service, and Product teams on matters that improve our customer's experience, eliminating the silo effect that was occurring between departments

LAUNCHED SEVERAL PRODUCTS

1. Rewrote the site's homepage and custom CMS UI and CMS API using React.js and Razzle.js
2. Architected and rewrote the front-end code for the product detail page using TypeScript, React.js, and Next.js; complete with 90% code coverage, automated integration tests, logging, and analytics/click-tracking
3. Created and maintained flow diagrams for complex UX workflows such as inventory stock notifications which helped speed up development and QA efforts and now serves as a "source of truth" for the feature
4. Learned .NET code to help redesign login and checkout pages and untangled years' worth of spaghetti code
5. Rebranded and redeveloped transactional email templates, such as order and shipment notifications, using Foundation CSS and Twig for templating, AWS SQS to manage the notification queue, and Litmus.com for client testing
6. Led UI/UX efforts to deprecate large portions of the site gracefully using feature toggles

BECAME AN A11Y

1. Drove accessibility best practices during new application development and presented lunch-and-learn presentations on the importance of accessibility, aria attributes, and semantic markup
2. Assisted QA engineers in evaluating automated testing tools such as Axe and Axe Coconut
3. Addressed accessibility pitfalls across the critical purchasing path, from the homepage to checkout confirmation
4. Worked with Marketing to convert image-based workflows into self-generating HTML code using Storybook.js

Work Experience Turner Services, Inc./CNN SR. WEB DEV • AUG 2012-JUL 2017

In 2011, I joined CNN to work on their Election Center website (Romney vs. Obama). My contribution was adding punctuation to “U.S. House” and “U.S. Senate” on the Race & Results pages.

I sought redemption in 2016 when I asked to work on the Election Center again (from the beginning, this time. Not a few weeks before election day). Starting in the primaries, a team of five people created a data-driven website connected to AP data sources and presented users with live data as voting results were released. The app was built in React.js and reached an audience of thirteen million unique visitors and two million concurrent visitors at its peak.

Other contributions included a site redesign from 2012 to 2013, updates to the now-defunct iReport social platform, several branded-section redesigns, and a few internal story-telling tools.

BUILT SITES, TOOLS, AND BOTS

1. Helped rewrite the entire CNN Website using Dust.js and MongoDB, developed a Facebook chatbot prototype with IBM Watson, redesigned branded sections for several intellectual properties, and handled release communications and changelogs
2. Led “tiger teams” to build internal problem-solving tools used in breaking news stories, wrote an internal mapping application that used Angular and Google Maps API v3, then immediately switched to MapBox because they offered better licensing terms

STUDIED NEEDS, WANTS, AND TRENDS

1. Worked closely with editorial and design teams to understand goals and pain points which turned into successful features and product launches
2. Wrote Node.js scripts to study the layouts editors are using most frequently on the production homepage as a way to identify areas of opportunity for improvement
3. Conducted focus groups, participated in A/B testing, and empathized with users to deliver products that met their needs
4. Advocated for developer experience and ensured junior developers could easily contribute alongside senior developers
5. Interviewed the President of Atlanta’s Center for the Visually Impaired to understand better how site visitors use screen readers and VoiceOver technology
6. Studied project success in terms of generated ad revenue vs. project cost and used that data to prioritize backlog features

BUILT CNN.COM’S 2016 ELECTION CENTER

1. Built the 2016 Election Center Website with React.js in four months, which supported millions of unique visitors
2. Created head-to-head trackers that tallied the votes for each candidate, ensuring that developers tagged UI elements with ARIA labels to add context, such as what a checkmark next to a candidate meant
3. Used data attributes to theme elements for each political party (for example, democrat elements in blue, republican elements in red, etc.)
4. Challenged stakeholders and designers to prioritize features that would give vital information to first-time voters, such as “what is a super delegate?”
5. Developed UI elements for embargoed data 12 hours before launch after realizing we initially forgot to account for time zones in our launch plan
6. Worked diligently with other developers and QA to deliver an experience with an immovable deadline and zero defects

Work Experience Wipro Limited/Delta Air Lines, Inc. WEB DEV • NOV 2011–AUG 2012

2011 was the year that I decided to go all-in and become a developer. I opened my business, packed all my life's belongings in a smart® Car, and relocated to Georgia.

Delta offered me an opportunity to help rebuild their website. After merging with Northwest Airlines, Delta had hired Razorfish to design a new experience and several contractors to help deliver. They uprooted and rewrote everything: databases, server logic, front-end website, mobile website, and their mobile app. It was an exciting experience.

I primarily focused on their loyalty Delta SkyMiles® program dashboards. Logged-in users could transact by buying, selling, gifting, and donating miles. Several checks were also in place to ensure the customer met all necessary conditions like sufficient balances or business-imposed minimums and maximums.

ACCOMPLISHMENTS

1. Led foreign and domestic front-end development teams through the construction of multi-lingual e-commerce, loyalty web apps, and a sitewide widget application that allowed users to find and book travel
2. Worked with Razorfish designers and developers to integrate a destination-discovery service (now Delta Vacations) which allowed users to book air travel and hotels from a stylized Google Maps UI
3. Collaborated with a globally-distributed team in the United States (Atlanta, GA, and Minneapolis, MN) and India
4. Worked closely with Java developers to create JSP pages using Struts2 and AJAX to send and receive data
5. Assisted front-end developers of other teams working on the homepage and account dashboards to solve layout and JavaScript coding issues

Work Experience Smart Product Innovations, Inc. DESIGNER • FEB 2010–NOV 2011

My first job out of college was for an industrial manufacturing company. Smart Vent Products, Inc. (under the umbrella of Smart Product Innovations, Inc.) developed patented wet-floodproofing vents that would help protect homes and businesses during floods.

When I joined, they were also planning to release a consumer product for dispensing paper towels without having to touch anything.

I spent half my time designing things such as flyers, retail boxes, and instruction manuals; I mostly created ads. I also told them I could build their website.

As it turns out, an art school doesn't provide the necessary training to build commercial-grade internet sites. We worked with a contractor in Colorado who helped teach me what a CMS was, and on my own, I took classes for JavaScript and jQuery (because everything I learned about Flash was proving worthless at the time).

ACCOMPLISHMENTS

1. Set the art direction, tone, and brand guidelines for two products; one in consumer electronics and the other in residential and commercial construction
2. Designed ads (print and web), assets, technical illustrations, patent diagrams, instruction manuals, retail packaging, logos, branded collateral, forms, and other print materials for the CLEANCut Touchless Paper Towel Dispenser, Smart Vent Flood Vents (and accessories), and other products in R&D phases
3. Designed and built a website using ExpressionEngine CMS for the CLEANCut Touchless Paper Towel Dispenser that included demo videos, infomercial landing pages, news releases, videos, and a GoDaddy shopping cart

Work Experience Stuzo, LLC (Internship) INTERN • JUL–SEP 2009

Stuzo is where my professional web experience started. At the time, Facebook Pages allowed brands to create custom games and sweepstakes on their platform, and Stuzo was one of the top-five partners Facebook recommended.

Not much glory in this job; I spent a lot of time splicing graphics designed by somebody else to

hand them over to developers in Scandinavia. I include this story because this is when I read the book "Don't Make Me Think" by Steve Krug. And thus, my quest to build great interfaces began.

ACCOMPLISHMENTS

I graduated, yay! And you made it to the end of my CV, thank you!