

William “Mac” McMeans

Columbus, OH • MacMcMeans.com • [LinkedIn.com/in/WilliamMcMeans](https://www.linkedin.com/in/WilliamMcMeans)

SOFTWARE ENGINEER

Meticulous, cross-disciplined developer with diverse industrial & cultural exposure, and over 20 years of software experience, uses HTML5, CSS3, Bootstrap4, jQuery3, Vanilla JavaScript (ES6/7/8), WordPress & SEO to design mobile-first responsive interfaces & cross-browser UX; and employs PHP7, MySQLi, AJAX & JSON-LD to create data pipelines.

SELECTED EXPERIENCE

Passphrase Life (Passphrase.Life) **Front End Engineer (telecommuting)**

January 2017 – Present
Columbus, Ohio

Launch a secure, configurable, self-directed audit, analysis & strengthening service for online credentials.

- Assess password vulnerability & survival times in offline attacks against various assailants (state actors & supercomputers).
- Measure passphrase strength via entropy, complexity, length, character set topologies & hashcat cracking patterns.
- Display responsive, realistic gauges using SVG and skeuomorphic design to depict password performance.
- Implement Unicode pseudo-alphabet converters and substitution alphabets.
- Create virtual keyboards providing 8 alternate layouts supporting 75 foreign languages and emoji.
- Deliver realtime analysis & performance statistics per keystroke.
- Report password lifespans in both scientific formats & descriptive year-hour-minute terms.
- Hand-code logic/animation, integrate libraries & consume RESTful APIs using responsive, minimum-width layout.
- Implement user privacy by adjusting cookies, local browser storage & analytics tracking based on DNT HTTP header.
- Continuously research password creation techniques, secure hashing algorithms, user psychology, enterprise security policies, threat assessment models & risk analysis.

SANTA Monica Pub Crawl (SantaMonicaPubCrawler.com) **Mobile WordPress Designer (telecommuting)**

November 2017 – December 2017
Los Angeles, California

Developed a responsive, 55-page mobile WordPress web app for a PR boutique.

- Supported the 9th annual holiday community event with a mobile app showing venues, routes, times, sponsors & special offers.
- Created interface providing all participants with real-time updates and last minute event changes.
- Enhanced the mobile UX using jQuery and CSS3 to provide clear menu navigation, page title breadcrumbs and venue branding.

National Sign Systems (NationalSignSystems.com) **WordPress Developer**

September 2017 – November 2017
Columbus, Ohio

Implemented a client-designed 40-page WordPress corporate website while assigned to an ad agency.

- Utilized PSDs & wireframes for consistent UX of mobile-first, responsive layout using Bootstrap & jQuery.
- Created admin environment via Custom Fields meta data, shortcode API (enclosing, self-enclosing & nested) and PHP templates allowing the client to edit intricate page layouts without risk of breaking them.
- Used CSS3 & Vanilla JS to sync HTML5 background video to front page slides, to automatically collapse dropdown menus per browser window height, to anchor menu navigation blocks to logical screen width, to display nested menu breadcrumbs; and to animate menu block appearance, footer navigation and mobile menu displays.
- Responded to questions & concerns daily, and earned customer confidence with helpful insights, explanations and calm professional demeanor.

ALVEO Health (AlveoHealth.com) **Independent UX Design Consultant (telecommuting)**

November 2016 – December 2016
Cincinnati, Ohio

Executed 100% reface of internal customer-facing portal using new branding for a healthcare claims clearinghouse.

- Overhauled function & appearance of login screen and menu system using responsive layout in ASP.NET MVC environment.
- Wrote custom JavaScript and CSS3 styling logic for ASP.NET application web templates to create fixed menus, display menu item hierarchy, cue menu state & user intent, and dynamically position subpages.
- Position required the protection of HIPAA data.

Trivantis (Trivantis.com)
Front End WordPress Developer (telecommuting)

June 2013 – September 2016
Cincinnati, Ohio

Excelled in a fast-paced marketing environment implementing the brand presence for an elearning software maker.

- Maintained 12,000-page corporate site, 4000-page BuddyPress community, 500-page blog, 40-product ecommerce store, and international sites using HTML5, CSS3, Bootstrap, PHP & JavaScript in a WordPress environment.
- Produced mobile, responsive layouts using Bootstrap, jQuery and hand-coded logic to engage new traffic.
- Used Bootstrap to create custom-column product callouts and responsive ecommerce listings.
- Tracked CTR and raw input ensuring data capture and compatibility on lead generation forms, pushing visitor information from Google AdWords through Marketo to NetSuite.
- Designed responsive multi-client email newsletters with Marketo and tracked open rates.
- Created WordPress templates allowing non-developers to create configurable landing page lead capture forms.
- Supported US & international Chinese markets using full Unicode data handling.
- Optimized video SEO & presentation using Wistia, and performed light Apache server config & error log analysis.
- Performed PSD to HTML slicing for pixel-perfect layout, and created dynamic presentations for new products.
- Researched, recommended & implemented technology solutions to ensure best UX across a multi-platform (Win/Mac), multi-browser (Chrome/FireFox/Safari/IE) & multi-device (desktop/phone) audience.
- Analyzed, audited & refactored existing markup, logic & layout for internal consistency and improved performance.
- Developed on LAMP/MAMP stacks, & VM Windows environment running under OS X.
- Implemented distributed revision control and source code management (SCM) using Git repositories.
- Forged custom booking interface for webinars that 1) merged published schedules with on-demand attendee requests, 2) allowed visitors to select personal schedule and reserve seats, 3) notified trainers & presenters of student registration, and 4) captured step-by-step lead data using AJAX/PHP/cURL & LogMeIn API.
- Maintained email templates using HTML tables layout for maximum client compatibility and tested with Litmus.
- Within 11 months, transitioned to remote team as motivated self-starter demonstrating superior communication skills, enthusiasm, timeliness, collaborative effort, painstaking attention to detail and exemplary internal customer service.

Rupert For Senate Candidate Committee
Technical Director

August 2010 – November 2016
Mechanicsburg, Ohio

Senior staff member reporting directly to US Senate candidate managed the technical, legal & marketing strategies for the 2012 - 2016 political campaigns of an independent, grassroots citizen-statesman.

- Developed and maintained campaign website using WordPress, and custom JavaScript & CSS.
- Tailored SEO strategies to promote candidate name recognition and achieved Page 1 SERP, above-the-fold, for organic searches on Google.
- Interfaced with financial institutions, ensuring data integrity & security, and availability of funds.
- Produced video for web & television broadcast (scripting, blocking, shooting & editing) using Vegas NLE.
- Certified FEC regulatory compliance with marketing and publishing operations.
- Liaised with Ohio Secretary of State to ensure compliance with financial, registration and advertising activities.
- Researched events & trends, authored position papers and provided technology guidance.

BAE Systems Information Technology
Programmer / Analyst

December 1998 – August 2010
Dayton, Ohio

Developed the AMJAMS web app using Oracle tools for The U.S. Air Force Legal Operations Agency.

- Designed web reports using MS Word, OLE automation and Oracle ReportBuilder.
- Created extensive library of custom data formats using PL/SQL stored procedures, functions & packages.
- Migrated legacy desktop applications to Web 2.0 environment using JSP templates.
- Provided front end engineering to modernized software using HTML, CSS & JQuery, and performed compatibility testing with leading browsers and layout engines.
- Assisted creating a Document Management System supporting legal forms & reports by providing automation processing, form design & conversion, protected data entry, document security & delivery, and secure storage.
- Satisfied federal & military personnel with timely, responsive, telephonic & face-to-face customer service.