

William “Mac” McMeans

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SOFTWARE ENGINEER

Ethical, meticulous, cross-disciplined developer having diverse industrial/cultural exposure and over 20 years of software experience uses HTML5 APIs, CSS3, Bootstrap4, jQuery3, Vanilla JavaScript, WordPress & SEO to design mobile-first responsive interfaces & cross-browser UX; and employs PHP7, MySQLi/PDO, AJAX & JSON-LD to create data stores & pipelines.

SELECTED EXPERIENCE

GAIN Capital (GAINCapital.com)

Software Engineer (telecommuting)

February 2019 – present

Powell, Ohio

Provide fullstack engineering and UI design support to the wholesale brokerage division of GAIN Capital, its clients & trading platforms.

- As Scrum DevOps Engineer, maintain & enhance 4 WordPress sites with Docker, Composer, SASS, GruntJS, Git Bash, shell scripts, PHP7, MariaDB5, jQuery3, Bootstrap4, ES10, CSS3, HTML5 APIs, Advanced Custom Fields (ACF), Gravity Forms, HubSpot and the Genesis theme.
- Communicate with Slack & Teams; enforce source control with BitBucket & Azure; track issues with JIRA; and collaborate using Confluence.
- Provide interfacing to .NET resources using XML/SOAP/JSON and monitor SEO marketing strategies with MOZ Pro & Google Analytics.

Homee (HomeeOnDemand.com)

Senior Software Engineer (telecommuting)

July 2018 – January 2019

Columbus, Ohio

Provided fullstack engineering support to Series A startup creating national, on-demand property maintenance & home services platform.

- As Agile Scrum Team Engineer, developed in local environment using VirtualBox, Vagrant and MAMP stack; maintained source control using SourceTree/Github; communicated with team via Slack; and managed projects using YouTrack.
- Retooled Drupal 8 service platform using PHP7, PDO, jQuery, ES6, CSS3 & HTML5; connected APIs and verified endpoints using Postman.

Passphrase Life (Passphrase.Life)

Front End Engineer (telecommuting)

January 2017 – July 2018

Columbus, Ohio

Launched a self-directed audit, analysis & strengthening service for online credentials.

- Assessed password vulnerability & survival times in offline attacks against various assailants (hackers, supercomputers & The NSA).
- Measured passphrase strength via entropy, complexity, length, character set topology, grapheme count & hashcat cracking patterns.
- Depicted password performance with responsive, realistic gauges using SVG and skeuomorphic design.
- Implemented 16 pseudo-alphabet converters & substitution alphabets; and delivered realtime analysis & statistics per keystroke.
- Created DOM virtual keyboards to provide 8 alternate layouts supporting 75 foreign languages, emoji and full Unicode.
- Hand-coded animation, integrated third-party libraries & consumed RESTful APIs using responsive, minimum-width layout.
- Implemented user privacy by adjusting cookies, local browser storage & analytics tracking based on DNT HTTP header.
- Performed risk analysis by researching password creation techniques, user psychology, enterprise security policies & threat assessment models.

SANTA Monica Pub Crawl (SantaMonicaPubCrawler.com)

Mobile WordPress Designer (telecommuting)

November 2017 – December 2017

Los Angeles, California

Developed 55-page mobile WordPress web app for PR boutique, for 3rd consecutive year.

- Designed mobile app showing venues, routes, times, sponsors & special offers to support the 9th annual holiday charity event.
- Created interface to provide participants with real-time updates and last minute event changes.
- Defined the mobile UX using jQuery and CSS3 to provide menu navigation, page title breadcrumbs and venue branding.

National Sign Systems (NationalSignSystems.com)

WordPress Developer

September 2017 – November 2017

Columbus, Ohio

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

- Utilized PSDs & wireframes for consistent UX of mobile-first, responsive layout using Bootstrap & jQuery.
- Created admin interface allowing client to edit (but not break) intricate page layouts using Custom Fields, shortcodes & PHP templates.
- Used CSS3 & Vanilla JS to sync HTML5 background video to page slides, collapse dropdown menus per window height, anchor menu navigation blocks to logical screen width, display nested menu breadcrumbs; and animate menu appearance, footer navigation and mobile menus.
- Responded daily to questions & concerns, 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 customer portal using new branding for healthcare claims clearinghouse.

- Overhauled function & appearance of login screen and authenticated menu system using responsive layout in ASP.NET MVC environment.
- Wrote custom JavaScript and CSS3 styling for ASP.NET application web templates to create fixed menus, show menu item hierarchy, cue menu state & user intent, and dynamically position subpages.
- Developed remotely using RDC/VPN & SFTP, tracked progress with Asana, communicated over Slack and managed source code with TFS.
- Role required the protection of HIPAA data.

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

June 2013 – September 2016
Cincinnati, Ohio

Excelled in fast-paced marketing environment implementing & tracking brand presence for elearning software maker.

- Maintained 12,000-page corporate site, 4000-page BuddyPress community, 500-page blog, 40-item ecommerce store, and 8 Chinese-language international product sites using HTML5, CSS3, Bootstrap, PHP, jQuery & Vanilla 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 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 & 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 requests, 2) let visitors reserve seats, 3) notified trainers & presenters of registrations, and 4) captured step-by-step lead data using AJAX/PHP5/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 2012 - 2016 political campaigns of an independent, grassroots citizen-statesman.

- Developed 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 to campaign staff.

BAE Systems Information Technology
Programmer / Analyst

December 1998 – August 2010
Dayton, Ohio

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

- Designed web reports using MS Word, OLE automation & 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.
- Modernized legacy software using HTML, CSS & JQuery; and performed compatibility testing with leading browsers and layout engines.
- Helped establish Document Management System supporting legal forms & reports by providing automation processing, protected data entry, document security & delivery, and secure storage while concentrating on form design & conversion.
- Provided timely, responsive, telephonic & face-to-face customer service to federal and military personnel.
- Role required a Tier 1 (T1), formerly National Agency Check and Inquiries (NACI), background investigation.