William "Mac" McMeans

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SOFTWARE ENGINEER

Ethical, meticulous, cross-disciplined developer with a diverse industrial/cultural exposure and over 20 years of experience uses HTML5 APIs, CSS3, Bootstrap4, jQuery3, Vanilla JavaScript (ES6-11), WordPress and SEO to design secure mobile-first responsive interfaces and cross-browser UX; and employs PHP7, MySQLi/PDO, AJAX and JSON-LD to create data stores and pipelines.

SELECTED EXPERIENCE

GAIN Capital (GAINCapital.com)   **February 2019 – January 2021**
Software Engineer (telecommuting)   *Powell, Ohio*

Provided engineering and UI design support to the wholesale brokerage division of GAIN Capital, its clients and trading platforms.
• As Scrum DevOps Engineer, maintained production/staging environments of 4 financial WordPress sites (DanielsTrading.com, TopThird.com. FuturesOnline.com and GainFutures.com) with Docker, Composer, Git Bash, WP CLI, shell scripts, XML/SOAP/JSON, PHP7, MariaDB5, jQuery3, Bootstrap4, ES10, CSS3, SASS, GruntJS, HTML5 APIs, Advanced Custom Fields (ACF), Gravity Forms and the Genesis theme running on Apache server cPanel accounts with both private and commercial hosting providers.
• Kept source control in BitBucket, Azure and Git; tracked issues in JIRA; communicated over Slack and Teams; and collaborated using Confluence.
• Monitored SEO marketing strategies with MOZ Pro, Google Analytics and HubSpot landing pages.

Homee (Homee.com)   **July 2018 – January 2019**
Senior Software Engineer (telecommuting)   *Columbus, Ohio*

Supported Series A startup creating a national, on-demand property maintenance and 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 over Slack; and managed projects using YouTrack.
• Retooled Drupal 8 service platform using PHP7, PDO, and jQuery, ES6, CSS3 and HTML5; connected APIs and verified endpoints using Postman.

Passphrase Life (Passphrase.Life)   **January 2017 – July 2018**
Front End Engineer (telecommuting)   *Columbus, Ohio*

Launched a self-directed, audit and analysis service for online credentials.
• Calculated password vulnerability and survival times in offline attacks against various assailants (hackers, supercomputers and The NSA).
• Measured passphrase strength via entropy, complexity, length, character set topology, grapheme count and hashcat cracking patterns.
• Depicted password performance with responsive, realistic gauges using SVG and skeuomorphic design.
• Implemented 16 pseudo-alphabet converters and substitution alphabets; and delivered realtime password analysis 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 and consumed RESTful APIs using responsive, minimum-width layout.
• Safeguarded user privacy by adjusting cookies, local browser storage and analytics tracking based on DNT HTTP header.
• Performed risk analysis by researching password creation techniques, user psychology, enterprise security policies and threat assessment models.

SANTA Monica Pub Crawl (SantaMonicaPubCrawler.com)   **November 2017 – December 2017**
Mobile WordPress Designer (telecommuting)   *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 and 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)   **September 2017 – November 2017**
WordPress Developer   *Columbus, Ohio*

Implemented 40-page corporate WordPress site for ad agency client.
• Utilized PSDs and wireframes for consistent UX of mobile-first, responsive layout using Bootstrap and jQuery.
• Created admin interface allowing client to edit (but not break) intricate page layouts using Custom Fields, shortcodes and PHP templates.
• Developed CSS3 and 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 and concerns, and earned customer confidence with helpful insights, explanations and warm professional demeanor.

ALVEO Health (AlveoHealth.com)
November 2016 – December 2016
Independent UX Design Consultant (telecommuting)
Cincinnati, Ohio

Executed 100% reface of customer portal using new branding for healthcare claims clearinghouse.
• Overhauled function and appearance of login screen and authenticated menu system using responsive layout in ASP.NET MVC environment.
• Applied custom JavaScript and CSS3 styling for ASP.NET application web templates to create fixed menus, show menu item hierarchy, cue menu state and user intent, and dynamically position subpages.
• Developed remotely using RDC/VPN and SFTP, tracked progress in Asana, communicated over Slack and managed source code with TFS.
• Role required the protection of HIPAA data.

Trivantis (Trivantis.com)
June 2013 – September 2016
Front End WordPress Developer (telecommuting)
Cincinnati, Ohio

Excelled in fast-paced marketing environment implementing and 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 and Vanilla JavaScript in a custom-themed 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 templates allowing non-developers to create configurable landing page lead capture forms.
• Created and updated WooCommerce shopping carts for digital deliveries.
• Optimized video SEO and presentation using Wistia, and performed light Apache server config and error log analysis.
• Performed PSD to HTML slicing for pixel-perfect layout, and created dynamic presentations for new products.
• Researched, recommended and implemented technology solutions to ensure best UX across a multi-platform (Win/Mac), multi-browser (Chrome/FireFox/Safari/IE) and multi-device (desktop/phone) audience.
• Analyzed, audited and refactored existing markup, logic and layout for internal consistency and improved performance.
• Developed on LAMP/MAMP stacks, and 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 and presenters of registrations, and 4) captured step-by-step lead data using AJAX/PHP5/cURL and the LogMeIn API.
• Maintained email templates using HTML tables layout for maximum client compatibility and tested with Litmus.
• 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, within 11 months.

Rupert For Senate Candidate Committee
August 2010 – November 2016
Technical Director
Mechanicsburg, Ohio

Senior staff member reporting directly to US Senate candidate managed the technical, legal and marketing strategies for 2012 - 2016 political campaigns of an independent, grassroots citizen-statesman.
• Developed campaign website using WordPress, custom JavaScript and 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 and security, and availability of funds.
• Produced video for web and television broadcast (scripting, blocking, shooting and 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 and trends, authored position papers, and provided technology guidance to campaign staff.

BAE Systems Information Technology
December 1998 – August 2010
Programmer / Analyst
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 and Oracle ReportBuilder.
• Created extensive library of custom data formats using Oracle PL/SQL stored procedures, functions and packages.
• Migrated legacy desktop applications to Web 2.0 environment using JSP templates.
• Modernized legacy software using HTML, CSS and JQuery; and performed compatibility testing with leading browsers and layout engines.
• Helped establish Document Management System supporting legal forms and reports by providing automation processing, protected data entry, document security and delivery, and secure storage while concentrating on form design and conversion.
• Provided timely, responsive, telephonic and 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.