

# M. BERMON PAINTER

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## FRONT-END DEVELOPER \ USER EXPERIENCE DESIGNER \ WEB ANALYST

"Bermon is a very talented and skilled individual. His work speaks for itself. He is extremely organized, has the passion to build a great product and is very easy to work with. His contributions to the team are evident -- great design, clean and efficient code, and a complete user-first approach. His flexibility, technical knowledge and input to the team have been a crucial part of our success to-date. I often joke that I wish I could clone him. Bermon puts forth his best effort on every little task. I was thrilled to have him on our team"

**Bryan Snyder**  
General Manager  
SceneDaily.com

"Bermon is an excellent balance of technical and design skills. His work is a mix of cutting edge coupled with tried-and-true methodologies. Using Bermon's skills has always maximized our return on investment. Bermon is calm and creative. He is not a prima donna--he listens and incorporates suggestions into creating unique, highly effective web sites."

**David Acheson**  
Vice President of Marketing,  
VitalSmarts

"Bermon is quite talented at web design and stays up with the standards really well. He was a delight to work with and worked very hard to get things right. Additionally, he worked well with others in the company. We really miss him."

**Jeff Gibbs**  
Managing Director and COO  
VitalSmarts

## PROFESSIONAL PROFILE

I am a User Experience Designer and Front-End Developer with experience managing small teams of designers and developers for media companies and start-ups. I provide standards-compliant, accessible solutions based on UX methodologies to provide an excellent user experience while meeting business objectives.

## SKILLS OVERVIEW

**Web Development:** I'm an expert in coding standards-compliant, accessible HTML and CSS with technologies like HAML, SASS & Compass. My JavaScript library of choice is jQuery. I'm experienced with version control using GIT, SVN & Mercurial. I have extensive experience working with content management systems like Joomla, Drupal, Clickability, Liferay, Expression Engine, Radiant & Nanoc.

**Design:** I have over a decade of design experience in print and web design. I'm a UI and UX designer with hands on experience with all stages of user-centered design processes, from user research, prototyping, visual design, implementation and usability testing. I'm an expert in Adobe Photoshop and InDesign.

## EXPERIENCE

### Online Manager

American City Business Journals - Charlotte, NC                      Sept. 2009 - Oct. 2010

Reporting to the Publisher of Street and Smith's Sports Group, I worked to cut excessive spending online and streamline vendor relationships. Under my direction:

- unnecessary vendors & services we dropped with alternatives built in-house cutting our annual costs by 41%
- through user studies and A/B testing online account registrations increased 23.5%, newsletter sign-ups increased 72.8%
- unique visitors increased 13.8%, pageviews increased 34.5%, time on site increased 151.7% and bounce rate decreased 8.2%
- new design, development and marketing initiatives were completed to integrate online magazine sales of NASCAR Illustrated with fulfillment departments to improve user experience. Online sales were increased an average of 200% with a special promotion the month of October 2010 where sales were increased 567% through various means of search, marketing and social media campaigns.

"Bermon Painter did an outstanding job as a key member of our marketing and web development and design team at Career Step. He took the lead on a number of high profile projects and always did a thorough job and completed projects in a timely and professional manner - often under tight timelines. He was enthusiastic and a pleasure to work with"

**Christopher Dunn**  
President  
Career Step

"Bermon is a competent graphic designer, but he has a variety of significant technical web development skills to boot. He's had a very well-rounded education, and is a valuable addition to any team. Bermon's demeanor is professional and courteous, and he holds himself to a high standard of ethics. It was a pleasure to work with him, and he will be missed"

**John Lepinski**  
Technical Marketing Manager  
Student Auxilliary Services

"Bermon was extremely helpful in defining the market message to position Clarion's unique set of consulting services across the broad healthcare continuum. I would highly recommend his services for the healthcare vertical."

**Sheryl Riley RN, OCN**  
Chief Operating Officer  
Clarion Associates

## EXPERIENCE

### Senior Front-End Developer / UX Designer

American City Business Journals - Charlotte, NC Jan. 2008 - Sept. 2009

As the senior web designer on SceneDaily.com, I worked in an experimental division of the company with a manager and a back-end developer to see how effective and efficient a small, concentrated team could perform. In the two years our team was together we were able to outperform other divisions of the company. In two years we:

- rebranded the divisions media site and migrated over 250,000 pages to a new CMS in just under 3 months.
- developed and designed from scratch e-commerce, classified, video, social network and single sign-on platforms.

### Senior Designer - Analytics Specialist

Zinch.com - Provo, UT Oct. 2007 - Jan. 2008

Hired as the senior designer at a startup. My main responsibilities were to rebrand the marketing site, create marketing emails, implement analytics tracking with Google Analytics, and provide front-end development for their web application.

### Web Designer

VitalSmarts - Provo, UT Mar. 2007 - Oct. 2007

Managed and maintained all corporate web sites, while working to meet the needs of various stake holders in the company for new product launches and new web initiatives.

### Web and Print Designer

CareerStep - Springville, UT Mar. 2006 - Mar. 2007

One of three member marketing team in a fast-paced environment. Responsible for providing the very best in print and web design. Worked closely with the other members of the marketing team to create high impact marketing campaigns.

## EDUCATION

BRIGHAM YOUNG UNIVERSITY - Provo, Utah

**Major:** Marketing

**Minor:** Computer Science

## OTHER

I'm heavily involved with the local design and development community. I run the Charlotte UX Group where we meet monthly to speak about UX issues. The group has grown to over 400 members. I also run Charlotte Front-End Developers and Charlotte Grok.

I also speak about design, development and education and most recently spoke at Ignite Charlotte, Barcamp Charlotte, UNCC, IndieConf and will be speaking at this years ConvergeSE.

I'm fluent in english and spanish.