

# eric norcross

**full-stack developer**

*"Design must reflect the practical and aesthetic in business,  
but above all, good design must primarily serve people."*

*~Thomas J. Watson*

## **/about**

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### **background**

Developer with over ten years of professional experience. Detail orientated, end-user focused, and a passion for solving complex problems. Experienced in front & back-end development, system architecture, UX design, ad trafficking – oh, and a background in graphic design

### **development philosophy**

Strive to create systems which are well-designed, intuitive, and user-first – and never stop learning

### **certifications**

DoubleClick QA, DoubleClick Studio, Apple Certified Technician

## **/tools**

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### **current crushes**

ruby / rails, javascript / angular, sql, css, html, git

### **old flames**

php, actionscript / flash, apache, photoshop, illustrator

### **flings**

node, express, redis, wordpress

### **testing the waters**

react, es6 / typescript, swift, aws

## **/experience**

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### **software developer ~ independent contractor** (2007 - present)

- conceptualized, designed, developed, & implemented software solutions including:
  - custom CMS systems
  - e-commerce / shopping cart solutions
  - database design
  - cloud-based content storage & delivery
  - data modeling / data mapping
  - motion / animation direction
  - html5 ads & emails
- architected custom web-based estimation software which allowed the client to integrate existing web services, streamline workflow, and significantly decrease estimate generation turn around
- lead developer of a multi-expansion website initiative, which allowed the client to reach new markets and expand their customer base
- managed multiple clients, contractors, projects, & deadlines

### **sr. developer @ Spongecell** (2010 - 2013)

- developed platform features including forms, carousels, and dynamic placements which were integral in winning new business and increasing revenue year over year
- worked with clients to implement custom campaign solutions
- mentored jr. developers who became vital members of the development team
- worked with media partners to expand ad network coverage

### **sr. interactive developer @ DraftFCB Healthcare** (2006 - 2007)

- designed and built sales aids which drove product awareness & adoption
- developed interactive presentations instrumental in winning new business
- worked with regulatory & legal teams for complete FDA compliance

## **/interests**

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### **professional**

- exploring new technology
- project management
- SaaS / PaaS development
- ux design
- app development
- refactoring
- a / b testing

### **personal**

- cooking
- boardgames
- movies
- dodgeball / kickball
- cycling
- kickboxing

## **/contact**

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