



Dave Hightower

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PROFILE

Responsive. Mobile. Creative. Branding. We can't ignore that our culture as a whole has begun to realize the value of a solid interactive experience. Groups like Airbnb and Uber have reflected this. If IBM's CEO Thomas Watson Jr. taught us anything, *it's that good design is good business.*

I am a UI + UX + Designer + Developer. I do mockups, wireframes, apps and websites. I sketch, strategize, mold graphics, choose typefaces, style transitions, handcraft code, and get design feedback. I iterate based on that feedback and beautify the front-end of the web with custom UI components. I'm a user-experience advocate and sometimes a project manager.

I highly value the relationship between programmers and designers. Steve Jobs had to have Steve Wozniak. It's critical to correctly fuse engineering with the finished product; anyone who wants things to really work on their website will value and nourish that relationship. Yes, there is no "i" in web team.

RECENT WORK

Sr. UX Designer/Developer, Global Impact, Alexandria, VA

2014-Present

Global Impact builds partnerships and raises resources that help the world's most vulnerable people, including campaign design and software solutions for fundraising campaigns. I am on the front-end of the software team at Global Impact designing responsive mockups, interfaces, and user stories for these campaigns; using Balsamic, InVision, Bootstrap, HTML, SCSS, JS, Font Awesome, Rails, Git, Wercker, and Heroku to stand them up. I also work on Drupal and WordPress sites for some of our clients.

Takeaway: I assisted our software team in the creation of over 40 customized giving campaigns in the course of a year, including the logo design & sub-branding of a select group of funds, raising over \$200,000 in donations for notable charities at work around the world.

Contract, Direct Auto Insurance, Nashville, TN

2014

With over 400 stores in 13 states, Direct needs to keep a finger on the pulse of social media. Using HTML/CSS/JS, I created a reusable responsive campaign template (with parallax scrolling) for their social-media marketing needs.

Contract, Jeff Nelson Productions and Music, Nashville, TN

2014

Jeff Nelson has been recording great artists for years. He needed a site overhaul that was beautiful, simple and effective. I used Squarespace to build out this device-agnostic, photography-heavy site, combining testimonials and photos with ways to contact Jeff. His music site handles the artist side of his business. He needed a great e-commerce tool for managing customers and promoting his products. I built this on Shopify.

Contract, Monk Development, San Diego, CA

2014

MonkDev is a team of web experts who manage, design and build custom sites for non-profits. With an amazing proprietary CMS and a great set of tools to go along with it, Monk turns out web standards-based designs for scalable, dynamic websites. I worked with the web developers to build and deploy these sites.

Takeaway: I worked on customizing and building out dynamic UI components for over 40 client sites during the few months of this contract.

Interactive Producer, GS&F, Nashville, TN

2013-2014

GS&F (Gish, Sherwood and Friends) is a fully-integrated marketing agency in Nashville with clients like Firestone, the Tennessee Titans, A.O. Smith, and the University of Tennessee Medical Center. My job was to help craft and bring the digital side of the agency to life, through building and maintaining our client brands' user interfaces online. I built responsive sites and emails whenever possible to deliver the most engaging experience to users across different devices.

Web Designer, The Gideons International, Nashville, TN

2008-2013

With a presence in 194 countries around the world, The Gideons International has to have a consistent look and feel to their websites. I was the lead Web Designer working with the organization's intranet, the member website and the public facing websites: tweaking and building pages, uploading images, audio & video, and building and send-

ing HTML emails. I worked with analytics and social media too, measuring how well our interactive content was being received.

Takeaway: I worked with a software vendor in Ireland to get our organization's print magazine online. I saved the department that was shipping those copies of the magazine overseas \$180,000 in shipping costs.

OTHER WORK INCLUDES

- Custom WordPress and PHP for nonprofits
- An HTML + CSS + jQuery site connected to PayPal for promoting a book
- A combination Flash & WordPress site for a traveling music duo
- Working at an international VoIP startup company using DotNetNuke
- Internship doing multi-website creation & digital department layout at a University

EDUCATION

ECPI College of Technology, Virginia Beach, VA
A.S. Degree in IT/Web Design

Old Dominion University, Norfolk, VA
B.S. Degree in Interdisciplinary Studies

CERTIFICATIONS

Codecademy JavaScript (26 badges)
Code School Shaping up with Angular.js (5 badges)
Code School Fundamentals of Design (3 badges)
Code School Try Ruby (6 badges)
Code School Try Git (1 badge)
CIW Foundations 1D0-510
CIW Site Designer 1D0-520
Lynda.com User Experience Fundamentals for Web Design
Lynda.com Up and Running with AngularJS
JavaScript Programming
Microsoft SharePoint Designer 2007 Basic
Adobe Photoshop
Adobe Creative Suite

SKILLS

Languages: HTML5, CSS3, SCSS, PHP, JavaScript

Software: Adobe Creative Suite, Sketch, Pixelmator, Coda, Sublime Text, Atom, CodeKit, Protoshare, Balsamiq, InVision, BrowserStack, Sauce Labs

Version control: Git

Grid systems: Foundation, Kube, 960 Grid System, Bootstrap, Skeleton

CMS systems: WordPress, Drupal, Sitecore, DNN, Joomla, Umbraco, Expression Engine, Ektron, MODX, MonkCMS, Ekklesia 360, Squarespace, Shopify

ATTENDED

2016 Nonprofit Technology Conference in San Jose, CA

<http://www.nten.org/ntc>

2015 Designers Roundtable Retreat in Nashville, TN

<http://www.designersretreat.com>

2015 SXSW Interactive in Austin, TX

<http://www.sxsw.com/interactive>

2013 Future Insights Live in Las Vegas, NV

<http://futureinsightslive.com/las-vegas-2013>

2012 AIGA Nashville Think Tank in Nashville, TN

<http://thinktanknashville.com>

2012 An Event Apart in Atlanta, GA

<http://aneventapart.com>

2011 AIGA CASE Awards Show in Nashville, TN

<http://thinktanknashville.com/caseawards>

2010 SharePoint Conference in Baltimore, MD

<http://sharepointconference.org>