Ashlee E. Wyatt

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Qualifications

- 10 years of website design/programming using current web standards and semantics in HTML, CSS, Javascript/JQuery, PHP, and other web technologies.
- Over 2 years of management experience leading a team of 3-9 people that focused in web development and email development.
- Involved with launches of new websites, landing pages, TV apps, and software integrations.
- Experience creating single-page web apps using Javascript.
- Knowledge and experience in both open source and enterprise level tools.

Skills & Experience

Languages and Frameworks: HTML, CSS, JavaScript, PHP, Angular2, Typescript, Closure Library
Content Management Systems: Drupal, Wordpress
Ecommerce Platforms: MarketLive
Email Service Providers: Epsilon, Mailchimp
Adobe: Photoshop CS5, Flash CS5
Microsoft Office: Word, Excel, and PowerPoint
Other Platforms: Omniture, Adobe Test & Target, RightNow CRM, Brightcove, Bazaarvoice

Employment Experience

DIRECTV, El Segundo, California   February 2014 – PRESENT

Principle Engineer 1, **July 2016 - Present**
Staff Engineer 3, **February 2014 - July 2016**
- Develops TV apps using HTML, CSS, and Javascript on the Webkit platform for set-top boxes.
- Hand-codes Javascript using Google Closure Builder and Closure Compiler.
- Integrates Web Services, APIs, and Omniture reporting into apps.
- Developed the following TV apps: Tennis, Golf, NFL Sunday Ticket, and MLB Mix.
- Trained new employees and mentored interns on projects.
- Currently working on next-gen DIRECTV app on Samsung Tizen TV.

Insight Global, Los Angeles, California   November 2011 – February 2014

Contractor (for DIRECTV)
- Developed TV apps using HTML, CSS, and Javascript on the Webkit platform for set-top boxes.
- Hand-coded Javascript using Google Closure Builder and Closure Compiler.
- Integrated Web Services, APIs, and Omniture reporting into apps.
- Developed the following TV apps: Social, What's Hot, Fantasy Football, and Australian Open.

Beachbody, LLC., Santa Monica, California   January 2007 – July 2011
www.beachbody.com

Front End Web Manager, **March 2009 – July 2011**
- Managed and grew a team of 3 to 9 people.
- Tech lead for all front end web development projects and email projects for Beachbody.com.
- Answered general tech questions.
- Attended meetings with the internal business and meetings with vendors.

- Worked with project management on timing and needed assets for projects.
- Trained newer team members on web/email processes and platforms.
- Documented processes.
- Guided team in following web standards-compliant and semantic coding.
- Researched new web and email technologies/platforms.
- Used MarketLive ecommerce platform to set up SKUs, display pages, upsells, A/B tests, and source codes.

Senior Web Production Artist, June 2008 – March 2009
- Trained newer team members on web/email processes and platforms.
- Helped guide team in following web standards-compliant and semantic coding.
- Developed landing pages from Photoshop comps and using XHTML, CSS, and Javascript.
- Used MarketLive ecommerce platform to set up SKUs, display pages, upsells, A/B tests, and source codes.

Web Production Artist, January 2007 – June 2008
- Developed e-mail blasts using HTML. Tested and scheduled email blasts through an ESP.
- Developed landing pages from Photoshop comps and using XHTML and CSS
- Used MarketLive ecommerce platform to set up SKUs, display pages, upsells, A/B tests, and source codes.

Aquent, Los Angeles, California   October 2006 – December 2006
www.aquent.com

Web Production Artist (Contractor for Beachbody, LLC)
- Developed e-mail blasts using HTML. Tested and scheduled email blasts through an ESP.
- Developed landing pages from Photoshop comps and using XHTML and CSS
- General website maintenance.
- Used MarketLive ecommerce platform to set up SKUs, display pages, upsells, A/B tests, and source codes.

INSIDE LOCAL CITIES, Pasadena, California   March 2006 – August 2006
Freelance/Contract
www.insidelocalcities.com

Website Designer
- Created business ads for clients using Photoshop and HTML/CSS
- Programmed special projects using PHP
- Maintained and updated 3 websites using HTML/CSS

Education
UNIVERSITY OF LA VERNE, La Verne, California   Fall 2000 – Spring 2005
Completed 160 units towards two majors:
- **Computer Science and Engineering**
  - Concentration in Software

- **Art**
  - Concentration in Design

Participated in Honors Program

SAN GABRIEL HIGH SCHOOL, Alhambra, California
High School Diploma, 2000