



Heather Lynn

EDI and Information Technologies Consultant

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SUMMARY

I have over a decade in LAMP stack application development. I have a proven track record of managing electronic communications projects and working with large teams in a fast-paced enterprise level organization. I enjoy designing and redesigning complex queries and database architecture to ensure solutions remain scalable and run at peak performance through the duration of the software development life cycle. I am continuing to focus my career in SAAS cloud-based software development and gain knowledge in the areas of machine-learning and document database design.

Authorized to work in the US for any employer

WORK EXPERIENCE

IT Consultant

Fast Friends - West Swanzey, NH

March 2020 - Present

- Gather specifications from current administrators and associates to better determine feasibility of automation of those processes and prioritize action items
- Understand client empathy and work to maximize conversions of visitors to subscribers and sponsors to life-long members.
- UX Design (Figma/Adobe/Gimp) for responsive web applications.
- Application development (ReactJS/PHP/MySQL/HTML/CSS/JS)
- Monitor the test phases of the developments in compliance with the defined scenarios.

Office Manager and Administrator

Quest Environmental & Engineering - Clinton, NJ

August 2017 - January 2018

- ANSI X12 Mapping EDI docs for NJDEP and
- Bootstrap Responsive Static Web Development
- Desktop Publishing and Digital Marketing
- Accounting and Office Management

CRM / Web Developer

Socialfix Media - Clinton, NJ

July 2016 to November 2016

- Improve SEO optimization by analyzing, reviewing, and developing content based on meta data research and analytical tools
- UI/UX design (JS/CSS/Wordpress)
- Project Management and Reporting
- API Development and Consumption
- Investigate system failures and identify solutions to prevent or minimize impacts
- Monitor the test phases of the developments in compliance with the defined scenarios.
- Coordinate with development teams to ensure the corrective, evolutionary and technical maintenance of the applications.
- Perform ongoing system administration duties such as providing access, permissions, settings, etc.
- Take a lead in analyzing and recommending platforms, plug-ins and other services required to support B2C solutions

IT Consultant

Exchange Collective Inc - Santa Barbara, CA

August 2015 to April 2016

- LAMP stack application development
- Wordpress UI/UX theming
- Attended weekly project management meetings with the core team to ensure milestones were met.
- Developed automated scripts and scheduled batch imports and FTP file refreshes to capture real time price and availability of product catalog.
- Developed application, automated scheduling of data exchanges via REST
- API with channel fulfillment partner KIBO and executed by custom shell scripting on UNIX server.
- Performed A/B Unit testing for best click through conversion rates
- Developed a proprietary ROI application for Exchange Collective's VP of Sales.

Consultant/API & Front-End Web Developer

Digital West - Grover Beach, CA

June 2014 to February 2015

- Developed mockup of the AdSmart Mobile client dashboard (JS/CSS/HTML5/LAMP)
- Worked alongside development team of the AdSmart Mobile application (PHP/Laravel/Postgres)
- Managed projects using agile methodologies (JIRA) to accelerate the development of the platform and led weekly sprints with the core team to ensure milestones were met.
- Performed A/B testing of Banner Advertising Campaign Experiences
- Worked with Verve Mobile development team to consume RestAPI services to achieve business and campaign requirements.

UI/UX Designer

National Hockey League - New York, NY

November 2010 to March 2011

- Collaborated with product management and engineering to define and implement design for the UI/ UX product performance, experience and direction, visuals, and experience for Game Center Mobile Apps on all mobile platforms
- Managed projects in JIRA and participated in daily Sprints with project managers and development team
- Created wireframes, storyboards, user flows, process flows and site maps
- Effectively communicated alternative design ideas to developers based on monitoring customer feedback and analyzing A/B testing results
- Performed split testing to determine best design of User Interface
- Ensured that all directives were met prior to release of GameCenter Live
- Monitored customer feedback, qualified technical issues, and prioritized all critical tasks
- Monitored GameCenter Live broadcasts to ensure products were performing as expected.
- Uploaded products to storefronts for iTunes, Droid/Google, Nokia, Blackberry and HTC

Web Content Manager

Verizon Wireless - Basking Ridge, NJ

October 2008 to March 2009

- Managed content for Verizon's Mediastore and ensured that site visitors could quickly and easily download electronic content from the application.
- Ensured that all rich data was successfully uploaded and properly featured
- Liaison to Marketing department for required featured artists and coordination of business directives
- Validated Mediastore content using SQL -Toad/Oracle
- Monitored customer feedback and reports for any problems related to content
- IT Director
- Beacon Graphics Ltd - Branchburg, NJ November 2002 to November 2007
- Responsible for gathering specifications, designing, developing, training, and maintaining web-based solutions (HTML/XML/CSS/Javascript, PHP/MySQL, Apache, UNIX, IIS) including:
 - E-Commerce - Shopping Cart
 - Leads/Sales Contact System
 - Human Resources management/project assignment/invoice forum
 - Customer login for online payments through PayPal
 - Shipping cost estimating system
 - Technical Support forum, hand-coded threading system and assignments
 - Inventory management system
 - Order entry system

- Interactive tools e.g., Vinyl Selection Tool/Graphics Selection tool
- Broadcast newsletters and marketing solutions

EDI Manager

SHI International Corporation - Somerset, NJ

November 1994 to August 1999

- Managed EDI projects for large scale global operating system deployments, data migrations, full hardware/software stack and infrastructure application, including upgrades and implementations.
- Developed and executed project management plans and scheduled tasks to maximize customer success objectives.
- Managed risks, produced feasibility reports and mitigation plans, managed telecommunications budget, influenced quality of deliverables, managed stakeholder expectations
- Worked in partnership with cross-functional teams to clearly establish project scope, define roles and responsibilities
- Supervised EDI department team of six individuals
- Served as primary liaison between client stakeholders, user groups, and the project team
- Produced EDI transaction maps and mirror site in Lotus Notes
- Assisted in SAP migration
- Designed and maintained technical and project documentation and assisted in contract negotiations
- Ensured adherence to quality standards and review project deliverables and marketshare reporting requirements

Education

High school or equivalent in General Studies
Claremont High School - Claremont, CA

Skills

Web Development (10+ years)
Web services (3 years)
Project Management (10+ years)
Graphic Design (8 years)
SEO (5 years)
EDI (8 years)
Javascript (7 years)
PHP (10+ years)
Wordpress (1 year)
HTML5 (6 years)
Front End (10+ years)
HTML (10+ years)
Jquery (6 years)
Bootstrap (6 years)

Links

<https://www.linkedin.com/in/heather-lynn-11007ab4/>

Additional Information

Please view client list chronology and development portfolio at
<https://sitesappsimages.com>