

# Mark Spirek

Web Developer, UI/UX expert, with a passion for product.

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## SUMMARY

I'm a web developer with an emphasis on front-end technology. I also offer a strong background in marketing and user experience. I endeavor to push web and mobile platforms forward by utilizing and pioneering features to delight and engage users. I have served as a key member, designer, and developer for several Chicago-area startups and digital agencies.

## EXPERIENCE

### Full-Stack Developer & Marketing Executive — at Tidal Commerce, Inc

OCT 2016 - Mar 2018

Tidal Commerce — payment processing and merchant services with a key focus on providing affordable custom solutions for payment card acceptance. I was tasked with utilizing both my marketing and development skills to rebrand the company, develop new products & services, and generate leads via digital channels.

- Directed rebranding from Premier Payment Systems to Tidal Commerce
- Developed new brand and design guides
- Implemented data focused sales strategy
- Curated web, email, and print campaigns
- Managed Google AdWords PPC and retargeting campaigns
- Built and maintained marketing website and internal sales tools
- Implemented SEO, PR, and content strategies with strategic contractors
- Managed graphic assets for marketing pages, print, and email newsletters
- Provided bi-weekly trainings for team members on effective usage of company tools and strategy updates
- Oversaw completion of PCI Level 1 certification
- Audited organization for PCI violations via DLP
- Increased web lead rate 20x in first 12 months
- Increased search impressions 10x in 12 months

## SKILLS

### Front end development

HTML5 + CSS3

Javascript

Twig / Blade Templating

Static Site generation  
(Jekyll/Hugo)

Bootstrap

Sass / Less

Email Templating

Responsive Design

Accessibility

### Back end development

PHP / Laravel / Composer

Node / NPM

### Infrastructure

AWS

(EC2/S3/Cloudfront/Route53)

DigitalOcean

Linux (Ubuntu)

Git

Vagrant

### Marketing

Digital Strategy

Brand Development

Email Marketing

## Co-Founder & Full Stack Developer — at Impeccable Digital

AUG 2014 - OCT 2016

Impeccable Digital — a design and development studio in Chicago specializing in ecommerce development with happy clients around the world.

- Designed digital strategy and client workflows
- Grew customer base to meet goals within 1 year
- Hired and fostered highly skilled developer team
- Formed strategic partnerships with sub contractor services such as SEO, PPC, Content, Social, PR, and payment providers
- Installed and administered WordPress, Magento, and Drupal sites
- Migrated customers from shared hosting to private VPS
- Built HTML/CSS/JS components for client websites

Impeccable Digital was acquired by Tidal Commerce in 2016.

## Front-end Developer — at Blue Chip Marketing Worldwide

NOV 2015 - OCT 2016

Blue Chip — a leading digital and retail marketing agency.

- Worked with close-knit development team to deliver client work on time and above expectations
- Worked on many projects and clients daily on different platforms
- Developed email marketing custom templating and testing
- Adjusted content in custom CMS
- Utilized Agile/Scrum methodologies in practice
- Developed sites for clients such as Ricola, Blue Bunny, Bomb Pop, Fisher, McCormick, Haribo, WeightWatchers, Tide, and Braun

## Lead UI/UX Developer — 1Card, Inc (Cardley)

Apr 2013 - Mar 2015

Cardley — a startup with a mission to link all of your various tender to 1 card. I worked closely with graphic designers, backend developers, and company executives to guide and shape the best experience for users and develop that into front-end code. I advocated for the user throughout the organization and took every feature from concept to production code.

- Served as front-end technology expert within organization
- Responsible for entire design process from wireframes to final HTML5/CSS3/JS production code.
- Implemented fully responsive design for marketing site and web app
- Worked closely with backend development team to ensure final executions meet all user requirements.
- Created detailed wireframes and interaction flows, UI specifications, and prototype mockups.
- Participated in the conceptual creation, art direction and production of corporate brand strategy

Social Media Marketing

SEO

Google Analytics

Multimedia Content Creation

### Project Management

Agile / Scrum Workflow

Jira / Trello / GitLab

### User Experience

Information Architecture

User-Centered Design

Usability Testing

A/B Testing

Adobe XD

### Ecommerce

WooCommerce Development

Magento Development

Shopify Management

Stripe Development

PCI Compliance

### CMS

Wordpress Development

Drupal Management

Joomla Management

### Creative

Photoshop

Illustrator

Sketch

Invision

- Maintained user stories and personas

## **UI/UX Designer & Front-end Developer — Spark Hire, Inc**

MAY 2011 - Apr 2013

Spark Hire — a leading video interviewing platform. I was responsible for the user experience and visual design of Spark Hire. From concepts, wireframes, graphic mockups to interactive prototypes and final production code. I was also heavily involved in direction of product marketing and development such as the iOS/Android mobile app, email campaigns, landing pages, affiliate ads, ebooks, social media, promotional materials, and more.

- Evangelized user experience standards and best practices internally and externally
- Responsible for front-end development and implementation
- Conducted hiring and managing of junior UI/UX team members
- Collaborated with internal departments to understand project requirements while advocating for end-users
- Collaborated with marketing and sales departments in strategic planning for the development and execution of creative solutions
- Coached and directed creative team and outside contractors in all design related projects.
- Oversaw and reviewed design related deliverables and lead design sessions

## **Web Media Manager— eTechnologies, Inc.**

Jan 2011 - Nov 2011

eTech — a lead generation agency for various financial services. I worked with the internet marketing team, providing my expertise in web development, graphic design, and social media to extend and optimize the scope of projects and analyzed lead generation efforts.

- Served as search and analytics expert
- Optimized process workflows
- Setup and configured many LAMP and Wordpress CMS servers
- Designed and built new sites to management specifications
- Recommended hardware and software to purchase
- Collaborated with and managed graphic artists to create site imagery
- Coordinated with department heads in setting up website sections and effectively organizing/arranging website content

## OTHER PROJECTS

### **PlayTunes for Android — 2014**

I co-designed and developed PlayTunes — a simple music player for Android used worldwide with a focus on compatibility for a wide range of devices and countries. Working to address usability and user interface issues.

- ★ 4/5 Rating (300+ Reviews)
- ★ 50,000+ downloads
- ★ Multiple Language Support
- ★ Legacy Device Support
- ★ Gained expert knowledge of platform ecosystem.
- ★ Served as Human Interface Guideline expert.

### **Notepad RT for Windows — 2012**

I co-created, designed, and developed Notepad RT — a plain text, markup, and code editor for developers and geeks for Windows 8. Released within days of the launch of Windows 8, Notepad RT has rich support for text manipulation and syntax highlighting.

Notepad RT was one of the top selling apps in the Windows Store (October 2012).

- ★ Top 5 Paid App - Productivity
- ★ Top 50 Paid App - Overall
- ★ 4/5 Rating (70+ Reviews)
- ★ Refined userflow & developed visual design
- ★ Determined area's of focus via user feedback
- ★ Performed application testing and bug reporting

## RECOMMENDATIONS

"I'm pleased that I can say that I hired Mark Spirek -- he's a reliable, smart and well-rounded front end developer. He delivered quality work on every project, has a great work ethic with no complaints, and he's a good guy to be around. I'd hire him back in a heartbeat, and give Mark my highest recommendation."

– Dan Boland, Associate Director, Front End Development at Blue Chip Marketing Worldwide

"Working with Mark is pleasure. He is passionate about design and user experience, and cares deeply about the quality of his work. Mark is able to execute from high level concept through development with little oversight. He's an asset to any team."

– Richard DeNardis, Founder & CEO at 1Card, Inc (Cardley)

"Mark, like any good front end programmer, takes designs, and produces the pixel-perfect code equivalent. He always meets expectations, but stands out in three key areas. On my first day at eTechnologies, Mark told me that being a user experience designer meant that he, like the titular character of Tron, "fights for the user." Indeed, Mark will go to any length ensure that visitors to the company's websites have the smoothest and friendliest experience possible. Mark is is versed in the newest features of HTML5 and CSS3, he and takes pride in his semantic markup. He is also a master of graceful degradation, rendering beautiful content in deprecated browsers. Last but not least, Mark is a dream to work with. He is always calm under pressure, and has a unique talent for lightening the mood in the office."

– Max Galloway-Carson, Developer at Spark Hire

"Mark is an extremely valuable asset to our team. His knowledge and attention to detail when it comes to design and user experience is unbelievable. Mark has been involved with several huge projects that required an immense amount of programming, coding and redesigning of our website. He offers realistic solutions and provides accurate insights when it comes to creating the best possible user experience for anyone visiting our site."

– Adeel Alam, Marketing Coordinator at Spark Hire

"Mark Spirek is hard working, bright and talented. Mark is equally capable of being a strong team player on a project or working independently. He is very crafty and always ends up finding solutions to problems. Mark's skills as a web developer were extremely helpful during a huge SEO project that required hours of programming, coding and debugging. Mark has an advanced understanding of HTML, CSS, JavaScript, and other languages. He is a valuable employee and a great guy."

– Michael Hanson, VP of Internet Marketing at eTechnologies