David Simms

Senior Frontend Designer and Developer

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Portfolio: davidwsimms.com

Experience

HAVERTYS FURNITURE, INC / Senior Web Developer
July 2014 - Present

- Led the frontend development of Havertys.com in 2022 to rebuild the entire site in Adobe Experience Manager

- Developed custom React components for faster content creation and deployment

- Led the redesign of Havertys.com in 2015 and 2019 which increased sales across multiple platforms

- Developed a Javascript and CSS solution for fully responsive and scalable live text which improved SEO

- Developed the "Quick Shop" jQuery application which increased customer conversion rates

- Optimized HTML, CSS, and Javascript on Havertys.com for Core Web Vitals best practices

- Refactored the HTML and Javascript for Havertys.com to be fully ADA compliant

- Designed new templates and style guides for React and Angular applications

ITAAS, A COGNIZANT COMPANY / Senior Designer
October 2010 - May 2014

- Designed the award-winning PartyShots app which won first place in the 2012 Consumer Electronics Show

- Developed new responsive websites for itaas.com and RDKCentral.com

- Designed digital and print marketing materials for large branding campaigns

Skills

Design

- Responsive websites
- React/Angular apps
- AEM components
- eCommerce UI/UX
- Wireframes/Mockups
- Interactive prototypes
- iOS apps

Develop

- HTML/HTML5
- CSS/CSS3/SCSS
- Javascript
- jQuery
- React
- Angular
- Sightly
- GraphQL
- NodeJS
- Java/JSTL

Tools

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver
- Adobe Experience Manager
- GitHub
- Lighthouse
- Adobe Analytics
- IBM Digital Analytics
- Google Analytics
- Wordpress

Education
University of Georgia

- Graduated May 2004
- Bachelor of Arts Degree
- Speech Communications