

**GEORGE BOUTIN**  
**37 Hillside Road, Ringwood, New Jersey 07456**  
**Phone: 201-450-2184    [geboutin@optonline.net](mailto:geboutin@optonline.net)**

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**CAREER PROFILE**

Exemplary record of working with Marketing, Ecommerce, and IT professionals to ensure the client's web presence accurately reflects and builds the brand. A professional having substantial experience with on-line media who has the ability to grasp complex concepts quickly and translate them into compelling internet content.

**CAPABILITIES**

- Exceptional communication, interpersonal, and time-management skills. • Adept at all phases of project lifecycle, including requirements gathering and user analysis to information architecture (IA), testing, graphic user interface (GUI) design, and implementation. • Site management and maintenance • Application Skinning • Design and build internet/intranet sites • Responsive Web Design • Wire Framing & Process Flows
- Cross browser rendering of web pages • Skilled in designing applications, user interfaces (UI), websites, online ads, and e-newsletters. • Solid understanding of human-computer interaction (HCI), navigation, and usability for UI design • Strong design and production skills with emphasis on interactive elements

**PROFESSIONAL EXPERTISE**

- Internet / Intranet / Extranet • Site management & maintenance • Application Skinning • User Interface (UI) and User Experience (UX) • Front End Engineering • Align branding with internet web presence • Design and build ads for electronic media • Proficient in All Major Web Development and Graphic Design Applications • Wire Framing • Web Production and Design

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**TECHNICAL SKILLS & APPLICATIONS**

HTML, XHTML, HTML5, CSS, CSS3, LESS CSS Framework, Adobe Creative Suite 5 (*Dreamweaver, PhotoShop, Fireworks, Flash & ActionScript*), MS Visio, XML, XSLT, MS Visual InterDev, C#, ASP.NET, MS SQL Server, JavaScript, Eclipse SDK, MS Access, MS Content Management System, WebTrends, & Remote Access Utilities. Windows XP Professional Network Environment

~ TO VIEW WEBSITES THAT I DESIGNED, BUILT AND/OR COLLABORATED ON, PLEASE GO TO: [HTTP://WWW.GBOUTIN.COM](http://www.gboutin.com)

**PROFESSIONAL EXPERIENCE**

**PROJECTS:**

**The American Society of Mechanical Engineers, [ASME.org](http://www.asme.org)**

**New York, NY**

**UI Production (Consultant)**

February 2013 – July 2013

**Primary Role & Responsibilities:** • Work with the in-house programmer & designers and migrate current website to the new Kentico CMS implementation of the [asme.org](http://www.asme.org) on line knowledgebase • Extract page elements from PhotoShop comps • Work with UI team to render designs into standards compliant markup and implement it into the Kentico 5 and Kentico 6 CMS • Develop markup/scripting from the designs (Technologies: Kentico CMS, HTML, CSS, JavaScript, JQuery, & Photoshop)

**HANABERGH & ASSOCIATES**

**Ramsey, NJ**

**UI / Intranet Developer & Designer (Freelance)**

November 2012 – February 2013

**Primary Role & Responsibilities:** • Work with the in-house programmer to design and implement a B2C information portal • Add needed functionality to Internet Site and Intranet Client Portal • Gather design specifications into useful and usable web-centered functionality to be implemented into the intranet client portal • Worked on story boarding and prototypes when necessary • Develop markup/scripting from the designs • Maintain DB integrity and consistency • Update look and feel of hanabergh.com internet site (Technologies: HTML, CSS, JavaScript, JQuery, MS Visio, ACT, & Photoshop)

**McCANN ECHO TORRE LAZUR**

**Parsippany, NJ**

**UI Developer & Designer (Short Term Freelance)**

October 2012– November 2012

**Primary Role & Responsibilities:** • Develop the markup and CSS for a micro site that one of McCann's pharmaceutical clients had requested. The page elements were rendered from a PhotoShop file, then I coded the HTML and CSS • Create the HTML/CSS page sections for an IPAD app within the custom framework that utilize to develop IPAD applications (Technologies: HTML5, CSS3, JQuery, & Photoshop)

**PERSHING, A BANK OF NEW YORK MELLON COMPANY**

**Jersey City, NJ**

**UI Developer & Designer (Consultant)**

March 2012 – September 2012

**Primary Role:** Work with the UI team to render the designs/wireframes into HTML5/CSS3 markup for delivery to the development team.

**Responsibilities:** • Liaison with Business Analysis team and other team leads to develop business requirements • Modified wire-frames and process flows • Take Photoshop mock-ups and render production ready HTML prototypes • Worked directly with developers and stakeholders to analyze their business objectives and direction in order to develop branding and integrated application UI designs • Translate wireframes and designs into semantically correct HTML 5 markup • Test the resulting HTML5 pages for browser issues, then correct any issues found. (Technologies: HTML5, CSS3, LESS CSS Framework, JavaScript, Dojo, Photoshop, Dreamweaver)

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**PROJECTS:** (continued )

**HAMBURG SÜD NORTH AMERICA**

**Morristown, NJ**

**Intranet Developer / Business Analyst (Consultant)**

August 2010 – January 2012

Primary Role: Take on the responsibilities of the current Business System Analyst freeing him to assist with the project management associated with the rollout of the new regional I.T. infrastructure.

Responsibilities: • Designed brand new web-based User Interface for the Hamburg Sud Information Portal. • Support and expand existing intranet site/applications using HTML, CSS, PhotoShop, Classic ASP, MS Access, MS Visio • Work with IS teams and local business managers to ensure that new and existing intranet applications meet business requirements • Worked on storyboarding and prototypes • Participated in ongoing content management • Identify and correct web browser presentation issues • Test and document all issues occurring during the development • Identify, define, and document web standards for internal sites • Assist in rollout of new IT infrastructure  
(Technologies: HTML, CSS, JavaScript, jQuery, ASP Classic, SQL Server, Access, Photoshop, MS Visio, Visual InterDev, Dreamweaver)

**SKYLINE OAKS WEB CONSULTING LLC ( My personal LLC )**

**Ringwood, NJ**

**UI Developer & Designer / Web Site Manager**

SOME OF MY CLIENTS INCLUDED: DPD STUDIOS, BIATTA LLC, CAFÉ AMICI

Freelance work on a variety of projects and tasks for various clients

Responsibilities: • Design web site UI for clients • Created guidelines and templates • Gather design specifications into useful and usable, goal-centered, brand consistent products • Balanced business needs and technical feasibility • Turn designs into XHTML, JQuery, and CSS  
(Technologies: XHTML, HTML, CSS, JavaScript, jQuery, Flash, XML, , MS Visio, Photoshop, Dreamweaver)

**HNW Inc.**

**Morristown, NJ & New York, NY**

**Front End Developer (Consultant)**

June 2008 – November 2009

Primary Role: Create the front end code that implemented branding into XSLT templates that would present the clients selected format for custom email newsletters. To work with other developers and the Information Architect in a Agile Development process for diverse requirements.

Responsibilities: • Work with teams of Developers to incorporate web UI widgets into projects employing MVC architecture • Create custom HNW Publisher web applications for clients • Translate or document a wire frame's content and functional annotations • Integrate front-end code with JSP, JSTL and taglibs • Create XSLT templates intended to parse user data passed from the back end • Manage & maintain portal site, including scripting, hypertext, graphics • Identify and correct web browser presentation issues • Test and document all issues occurring during the development

(Technologies: XHTML, HTML, CSS, JavaScript, jQuery, XML, XSLT, Photoshop, Dreamweaver, Eclipse SDK, JSP, JSTL)

**ENVISION INITIATIVES INC.**

**River Edge, NJ**

**UI Developer & Designer / Project Manager (Consultant)**

April 2008 – June 2008

Primary Role: Design, and implement those designs into the XERO.net web site for users with PhotoShop, Visual Interdev, ASP.NET, & front end code. Manage requirements while working with an off shore team of developers.

Responsibilities: • Designed and developed wire-frames and process flows • Embed custom Flash Music & Video players into web pages • Manage the ongoing development of XERO.com, a social media site for people in the arts • Work with an off shore team of .NET developer to implement design and needed functionality • Identify and correct web browser presentation issues • Turn designs into XHTML and CSS based ASP.NET pages for clients • Produced detailed technical documentations.

(Technologies: HTML, CSS, JavaScript, ASP.net, C#, SQL Server,, Photoshop, MS Visio, Visual InterDev, Dreamweaver)

**GRACIOUS HOME**

**New York, NY**

**UI Developer & Designer (Consultant)**

August 2007 – April 2008

Primary Role: Manage and implement changes and updates to the present G.H. ecommerce site. Design, code, upload & send weekly HTML based emails. Render landing page designs into XHTML/ CSS for the outsourced Java Developers working on the new G.H. ecommerce site Act a liaison between the Art department and the outsourced Developers.

Responsibilities: • Create weekly emails, and other online content using PhotoShop • Manage & maintain e-commerce sites, including scripting, hypertext, graphics • Worked on storyboarding and prototypes • Collaborated with marketing, product management, and product development during design stages • Worked with production team to implement UI and create enhancements to optimize user experience • Conducted strategic and tactical user-research studies to provide consumer insight • Presented findings to department heads and staff. • Turn designs into XHTML and CSS pages • Work with third-party providers of web-based design and development services • Designed and developed wire-frames and process flows • Identify and correct web browser presentation issues • Modify images with PhotoShop, then uploading them to the e-commerce server. Manage the image archives • Work independently and along work with the Art Director and e-commerce team to design, create, update and test the new ecommerce site • Test and document all issues occurring during the development of the new ecommerce site  
(Technologies: XHTML, HTML, CSS, JavaScript, Photoshop, MS Visio, Dreamweaver)

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**PROJECTS:** (continued )

**STARWOOD HOTELS & RESORTS WORLDWIDE, INC**

**White Plains, NY**

**Front End Developer** (Consultant)

March 2007 – August 2007

**Primary Role:** Resolve GUI presentation issues with the Valhalla Property Management Portal created by the release of Microsoft IE6. Work the development team to the Implement changes/updates to the Valhalla Property Management Portal.

**Responsibilities:** • Work with teams of Developers to incorporate web widgets into projects • Turn designs into XHTML and CSS pages • Identify and correct web browser presentation issues with the Valhalla portal site, including scripting, hypertext, graphics • Identify and correct web browser presentation issues • Test and document all issues occurring during the development • Identify, define, and document web standards (Technologies: XHTML, HTML, CSS, JavaScript, Photoshop, Dreamweaver, Eclipse SDK, JSP, JSTL)

**CHARMING INTERACTIVE**

**New York, NY**

**Web Producer** (Consultant)

October 2006 – March 2007

**Primary Role:** Implement marketing campaigns into the Charming Interactive ecommerce sites (Lane Bryant, Fashion Bug, Catherines).

**Responsibilities:** • Liaised with the development and business teams during the production phases. • Work with teams of Designers & Developers to incorporate functionality into ecommerce sites • Manage & maintain ecommerce site, including scripting, hypertext, graphics (Technologies: XHTML, HTML, CSS, JavaScript, Photoshop, Dreamweaver)

**Milbank, Tweed, Hadley & McCloy LLP**

**New York, NY**

**PERM EMPLOYEE – Web Presence Manager & UI Developer/Designer** July 2000 - August 2006

**Primary Role:** Manage all aspects of Milbank, Tweed's web presence.

**Responsibilities:** • Designed standards, brand guidelines • Managed, maintained, and extended Milbank's four web sites, including all scripting, hypertext, graphics, and Flash files • Provided business analysis, requirements gathering, and specification authoring to support business development strategy • *Worked on storyboarding and prototypes* • Designed and developed wire-frames and process flows and built content-intensive Intranet web sites for use by attorneys, marketers, researchers and clients with PhotoShop, HTML, JavaScript, and CSS • Collaborated with marketing, product management, and product development during design stages • Worked with production team to implement UI and create enhancements to optimize user experience • Conducted strategic and tactical user-research studies to provide consumer insight • Presented findings to department heads and staff. • Worked with programmers to implement design and needed functionality into intranet applications • Managed third-party providers of web-based design and development services • Worked with Director of Marketing to evaluate site traffic by formatting, reviewing monthly reports and making recommendations for SEO based upon end-user trends generated by WebTrends • Acted as Liaison between Director of Marketing and the design firm regarding technical and web design issues • Worked closely with the Director of Marketing to align Firm branding with Internet web presence using search engine optimizations and proposing strategic placement of brand building web content • Provided first-level of user support by creating and maintaining searchable indices, develop e-mail response program, and monitor other database interactions • Developed and maintained an Attorney Tracking Database for Milbank's four web sites • Developed and maintained a database that is used to monitor the marketing departments ongoing progress • Content Management (Technologies: HTML, CSS, JavaScript, ASP Classic, SQL Server, Access, Photoshop, MS Visio, Microsoft CMS, Visual InterDev, Dreamweaver)

**INDEPENDENT CONTRACTOR**

**New York, NY & Short Hills, NJ**

**Web Designer & Junior Developer**

October 1999 - July 2000

**CLIENTS:** INTERACTIVE MARKETING GROUP , BOLLINGER INSURANCE , & THE RIVET AGENCY

**Responsibilities:** • Designed and developed improvements to TheOrbit.net with PhotoShop, HTML, JavaScript, and CSS • Designed ads for electronic media • Designed graphics and pages • Converted music existing on CDs to an .asf format and wrote .asx text based files • Uploaded files to the Web Server and the Streaming Music Server • Converted legal documents from different sources and formats to Adobe Acrobat which were later on posted on the local Intranet Site • Developed reporting pages on the Intranet site using ASP Classic • Developed email response systems to deliver marketing data to clients with ASP • JavaScript cookies • Queried Databases and export results to Excel • Loaded Databases from comma delimited .txt files • Troubleshoot data load problems

(Technologies: HTML, CSS, JavaScript, ASP Classic, SQL Server, Access, Photoshop, Visual InterDev, Dreamweaver)

**EDUCATION**

Millennium Solution Focus	Bloomfield, NJ	Microsoft .NET Programming Package	12/09 – 8/10
	Microsoft .NET, SQL Server, Java, Oracle, &	Database Modeling	
Dover Business College	Paramus, NJ	Business Computer Programming 1999	
	Certificate: Computer Programming - One Year Intensive Full Time Program		
Bergen Community College	Paramus, NJ	AS Hotel & Restaurant / Hospitality Management 1985	

**HONORS/ACCOMPLISHMENTS**

Certificate: Computer Programming Graduated with High Honors from Dover Business College on 6/4/99. Final Numeric Grade Average of 93.87, and a Final G.P.A. of 3.94 / 4.0.