

# GEORGE BOUTIN

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## Career Profile

An exemplary record of working with Marketing, Ecommerce, and IT professionals to ensure the client's web presence accurately reflects and builds the brand. I am a professional that has substantial experience with on-line media. I have 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 • Application Skinning • Site design • Wire Framing & Process Flows • Skilled, online ads, and e-newsletters • Solid understanding of human-computer interaction (HCI), navigation, and usability for UI design • Align branding with internet web presence • Marketing email production, testing, & deployment • Site management and maintenance

**Skills and Applications:** HTML, HTML5, CSS, CSS3, Bootstrap, LESS CSS Framework, Adobe Creative Suite (Dreamweaver, PhotoShop, Fireworks), 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 Professional Network Environment, Kentico CMS, Lyris, ServiceNow, XML, XSLT, XSL-FO, FOP, and Notepad++

## Experience

**Contractor: USARMY DEVCOM AC (USA) - Picatinny Arsenal, Wharton, NJ**

Electronic Publishing Tech

**Contract:** July 2021 – October 2023

**Primary Role & Responsibilities:** • Prepare and manage US Army Stylesheets and edit Extensible Stylesheet Language Transformations (XSLT) stylesheets in order to keep all publications compliant to the Military Standards (MIL-STDs) • Monitors the operation of assigned programs and responds to problems by diagnosing and correcting errors in logic and coding • Tests, documents work, writes and maintains operator instructions for assigned programs, and confers with other EDP personnel to obtain or provide factual data • Analyze present performance of the program and take action to correct deficiencies • Assist in the review and analysis of detailed program specifications, and in program design to meet changes in work processes

**The American Society of Mechanical Engineers, New York, NY & Little Falls, NJ**

**Senior UI and Content Producer**

**Employee:** February 2013– July 2020

**Primary Role & Responsibilities:** Provided updates and overall operations of internal and external websites • Ongoing enhancements to internal and external websites • Managed marketing email production and testing • Editorial & media content updates to ASME.org and microsites • Video, audio editing • Content migration for the newest ASME websites • Work with the in-house programmer & designers and migrate current website to the new Kentico CMS implementation of the asme.org online knowledge base • Extract page elements from PhotoShop comps • Work with UI team to render designs into standards compliant markup and implement it into the Kentico CMS • Develop new markup/scripting from the designs

**Hanabergh & Associates, Ramsey, NJ**

**Intranet Developer & Designer**

**Freelance Job:** 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

**McCann Echo Torre Lazur, Parsippany, NJ**

**Microsite Producer**

**Short Term Contract:** 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

**Pershing, A Bank of New York Mellon Company, Jersey City, NJ**

**Client Site Developer**

**Short Term Contract:** March 2012 – August 2012

**Primary Role & Responsibilities:** • Work with the UI team to render the designs/wireframes into HTML5/CSS3 markup for delivery to the development team. • Liaise with Business Analysis team and other team leads to develop business requirements • Update wireframes 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.

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**Hamburg Süd North America**, Morristown, NJ

**Intranet Developer / Business Analyst**

**Contract:** August 2010 – January 2012

**Primary Role & Responsibilities:** 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 • 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 story boarding and prototypes • Participated in ongoing content management • Identify and correct web browser presentation issues • Test and document all issues occurring during the development

**Achievements:** Designed & built a brand new web-based User Interface for the Hamburg Sud Information Portal • Identified, defined, and document web standards for internal sites • Assist in rollout of new IT infrastructure

**Technologies & Software:** 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

**Developer, Designer, and Web Site Manager**

**Freelance:** November 2009 – August 2010

**Freelance work on a variety of projects for various clients**

Some of my Clients included: DPD Studios, Biatta LLC, & Café Amici

**Primary Role & 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 & Software:** XHTML, HTML, CSS, JavaScript, jQuery, Flash, XML, MS Visio, Photoshop, & Dreamweaver

**HNW Inc.**, Morristown, NJ & New York, NY

**Jr. Front End Developer**

**Contract:** June 2008 – January 2008, and November 2009

**Primary Role & Responsibilities:** 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.

• 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 & Software:** XHTML, HTML, CSS, JavaScript, jQuery, XML, XSLT, Photoshop, Dreamweaver, Eclipse SDK, JSP, & JSTL

**Envision Initiatives Inc.**, River Edge, NJ

**UI/Content Production, and Project Manager**

**Contract:** April 2008 – June 2008

**Primary Role & Responsibilities:** 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 • 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 & Software:** HTML, CSS, JavaScript, ASP.net, C#, SQL Server,, Photoshop, MS Visio, Visual InterDev, & Dreamweaver

**Gracious Home**, New York, NY

**Web Page & Marketing Email Producer**

**Contract:** August 2007 – March 2008

**Primary Role & Responsibilities:** 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.

• Create weekly emails, and other online content using PhotoShop • Test and document all issues occurring during the development of the new ecommerce site • Manage & maintain e-commerce sites, including scripting, hypertext, graphics • Worked on story boarding 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

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## Starwood Hotels & Resorts Worldwide, Inc., White Plains, NY

### Front End Developer

**Contract:** March 2007 – August 2007

**Primary Role & Responsibilities:** 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 • 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

## Charming Interactive, New York, NY

### Web Producer

**Contract:** October 2006 – March 2007

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

## Milbank, Tweed, Hadley & McCloy LLP, New York, NY

### Web Master / Web Designer / Web Producer

**Employee:** July 2000 – August 2006

**Primary Role & Responsibilities:** Manage all aspects of Milbank, Tweed's web presence • 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 story boarding 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 db for Milbank's four web sites • Content Management

## Independent Contractor, New York, NY & Short Hills, NJ

### Web Designer & Junior Developer

**Contract:** October 1999 – July 2000

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

**Primary Role & 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 • Queried Databases and export results to Excel • Loaded Databases from comma delimited .txt files • Troubleshot data load problems

## Honors & Accomplishments

**US Army DEVCOM AC (USA) at Picatinny Arsenal:** Learn publishing system and debug/trouble shoot issues without any guidance or system documentation. Analysis and correction of issues with xsl-fo templates and xml formatting issues

**ASME:** Standardized markup for the marketing email templates • Implemented new workflow for marketing email approval • Worked with the Marketing department as a team member during two content migrations into new ASME.org websites

**Gracious Home:** Work with the Art Director and e-commerce team to design, create, update, test, and launch the brand new ecommerce site

**Milbank:** Standardized markup all two iterations of the Milbank.com site • Implemented new workflow for site updates approval • Expanded Milbank's web presence by creating additional Microsites for certain legal practice areas

**Dover Business College:** 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.

## Education

MILLENNIUM SOLUTION FOCUS	12/09 – 8/10	Certificate Microsoft .NET Programming
Microsoft .NET, SQL Server, Java, Oracle, & Database Modeling		
DOVER BUSINESS COLLEGE	5/98 – 6/99	Certificate Business Computer Programming 1999
One Year Intensive Full Time Program		
BERGEN COMMUNITY COLLEGE	Paramus, NJ	60 credits, Hotel & Restaurant / Hospitality Management