

Ryan A. Masterson

Portfolio: <http://ryanmasterson.com>

LinkedIn:

<http://www.linkedin.com/in/ryanmasterson>



Professional Experience

Green Hat Web Solutions

June 2010 – Present

www.greenhatwebs.com | Denver, CO | 720-963-6166

Web Designer, Co-founder

- o Led all design initiatives based on UI/UX best practices
- o Provided brand consulting and print materials production
- o Provided consulting on responsive design, load time performance issues and corrections, and valid HTML5 and CSS3
- o Created custom WordPress themes and plugins with HTML5, CSS3, JavaScript, PHP, and MySQL
- o Developed and maintained websites in WordPress and Drupal, including e-commerce
- o Increased a client's new in-store customers by 220% through expanded web presence (July 2013, YoY)

Volume 9, Inc.

September 2012 – September 2013

www.volume9inc.com | Denver, CO | 303-955-5228

Web Developer

- o Created custom WordPress themes and plugins with HTML5, CSS3, JavaScript, PHP, and MySQL
- o Developed websites with an emphasis on Volume 9's high standards of SEO
- o Supported the SEO team by implementing technical requests based on thorough site audits
- o Consulted clients on WordPress security best practices
- o Utilized Git, Twitter Bootstrap, LESS CSS, and for versioning and more efficient development
- o Scoped new projects through analysis of required custom post types and taxonomies

Skills

UI/UX Design	★★★★★
Responsive Design	★★★★★
HTML5	★★★★★
CSS3	★★★★★
Photoshop	★★★★★
JavaScript	★★★★★
WordPress	★★★★★
Web/Mobile Apps	★★★★★
Git	★★★★★
Illustrator	★★★★★
SEO	★★★★★
PHP	★★★★★
MySQL	★★★★★

Education

Colorado Christian University, Lakewood, CO

B.A., Art, concentration in Graphic Design, 2000

- o Awarded Cum Lade, 2000
- o Awarded Outstanding Senior of School of Music, Theatre & Arts, 2000

Art Institute of Colorado, Denver, CO

A.A., Art, concentration in Graphic Design, 1999

Colorado Christian University

June 2000 – February 2012

www.ccu.edu | Lakewood, CO | 303-963-3000

Webmaster, 2006-2012

- Served as the lead designer for two of the three most recent major website redesigns of principal site <http://www.ccu.edu>
- Produced Flash videos for live streaming and playback on Flash Media Server
- Developed templates, pages, and assets in ASP- and ASP.NET-based content management systems
- Implemented SEO practices for the College of Adult and Graduate Studies that resulted in more than 50 keywords with top 10 results in Google search. As a result, visitors to the College's website grew by 43% growth in one year and applications were up more than 100%. This SEO work also contributed toward a 50% visitor growth rate across the entire CCU website during the same period

Manager of Web Technologies, 2003-2006

- Served as the main contact for CCU faculty and staff website training, development, and support
- Cultivated and maintained effective relationships with internal clients to ensure thorough understanding of project goals, excellent customer service, and buy-in
- Ensured quality control of all projects

Media Specialist, 2000-2003

- Redesigned and developed the branding of the main website of the time, significantly improving load time from the previous site

Other Accomplishments

- Founded a photography business in 2007, earning clients including Centennial Institute, Colorado Federal Executive Board, and American Enterprise Institute; and subjects including Gov. Sarah Palin, Gov. Bill Ritter, and 2012 United States presidential candidates
- Volunteered with Lutheran Family Services and spent 11 months closely assisting Meskhetian Turkish Refugees from Russia



*I created this collage of icons. The HTML5 icon was created by the W3C and is open for all to use freely. This CSS3 icon is my modification based on a popular version someone else created. I created the UI/UX, JavaScript, and mobile phone icons from scratch.