Phaedra Riley

Brooklyn, NY

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Developer with 15+ years of experience in digital technologies, I've been playing and working in digital media since discovering I could make cartoons in Director.

Experience

Multiple* @ Forsman & Bodenfors (formerly KBS / Spies & Assassins)

Developed front-end code for numerous projects ranging from themes to websites to enterprise CMS re-platforms in the digital group of an ad agency. Toolkit included HTML5, CSS3, Sass, JS/ES6, Github/lab, Gulp, Webpack, npm, and numerous CMSs from Sitecore and AEM to Wordpress and Tumblr. Established and iterated processes.

*Associate Technical Director @ Forsman & Bodenfors

Jun – Dec '18

Managed needs of the tech department while a lead developer on projects including a front-end component library on Sitecore. Worked with CTO to deepen developers' skills through mentoring, shares, and individual goal setting. Advised cross-functional teams on technical feasibility, scoping and ideation. Worked with UI and Platform senior developers to establish more systemic code patterns, tooling and reviews.

*UI Development Lead @ KBS

Oct '17 – May '18

Worked closely with Exec. Director of Engineering on UI team management including resource allocations, performance reviews and hiring. Set up regular one-on-one check-ins and weekly team meetings. Created a mobile-friendly web app in Three.js for dynamically configuring products.

*UI Developer @ Spies & Assassins

Feb '14 – Sep '17

Developed themes, web apps, sites, landing pages, and component libraries for clients in HTML, CSS, JS, Foundation, Bootstrap, Handlebars, Razor, and AngularJS.

Project Highlights: Pods.com relaunch, Lista Configurator, BMW Inventory, Banana Republic True BR
Clients: Pods, Stanley Black & Decker, BMW North America, Banana Republic, Windstream.

Freelance Web Developer @ BOND Strategy and Influence

Jul – Sep '13

Co-developed responsive marketing site on Wordpress to allow easy content updates.
Project: Particle Fever.

Freelance iOS Animator, Asset Wrangler @ Visby Labs

May – Aug '13

Asset management, production and character animation for iOS apps.
Projects: [Chloe the Yogi Goes to the Amusement Park](#), [Personal Beasties Breathing](#).

Sr Mgr, Creative Services & Technology @ Core77

Nov '10 – Apr '13

Led development and consulting projects for multiple properties. Key work included Core77 updates, Design Directory redesign, and launch of Core77 Design Awards sites. External engagements required scoping, planning and hands-on management of microsites and competitions. Other duties included project management, IA/UX design, QA, writing RFPs and SOWs, template coding and researching new technologies.
Projects: [Core77](#), [Core77 Design Awards](#), [Design Directory](#).
Clients: Microsoft Windows Phone, Braun, BraunPrize, Autodesk.

Project Manager @ Six Apart, Services

Mar '09 – Apr '10

Managed Movable Type projects ranging from magazine to public television network sites by working closely with clients and internal design and developer teams to establish scope and deliverables. Reviewed UX and visual designs, wrote user stories, triaged bugs, and created documentation.
Clients: [Consumerist](#), [KCET](#), [MSP Magazine](#), [Paper Magazine](#), [Society of Publication Designers](#).

Skills

Daily: HTML5, CSS3, Sass, Javascript/ES6, Git, CMSs, Agile/Scrum
Regularly: build tools, CI/CD, ticketing systems, templating languages, IA, SEO, Analytics
Soft: project & team management, documentation, issue resolution

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Education

Master's Degree, ITP, 2005
Interactive Telecommunications Program, New York University.

Bachelor's Degree, Studio Art, 2000
Digital Media Concentration, University of Virginia.