

# matthew reynolds

## web developer & graphic designer

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### ABOUT

Passionate about creating user experiences that are clean, consistent, and delightful

Focused on designing interfaces that are intuitive, pixel-perfect, and leave lasting impressions—with a good eye for design, layout, and typography

### SKILLS

Accomplished in hand-coding front-end and back-end web development using HTML5, responsive CSS3 and SASS, JavaScript, jQuery, PHP, MySQL, and RESTful APIs—with a knack for translating design into code

Right at home with content management systems like Sitecore and WordPress, as well as tools like Optimizely

Used to GIT and Azure DevOps

Adept with LAMP/LEMP stack server environments and the Linux command line

Proficient with the Adobe Creative Suite

Experienced designing for both screen and print, from web interfaces, mobile apps, and social media graphics to light print work, including banners, booklets, T-shirts, etc.

Strong verbal and written communication skills with a solid grasp of grammar and writing style

### WHAT PEOPLE SAY

“Matthew is fantastic. Consistently and many times over, he was able to conceptualize our brand and translate our vague descriptions of what we wanted into fantastic visualizations that exceeded our expectations. He is very personable and professional. I would recommend him to anyone and everyone with enthusiasm.”

— CHRISTY LEWIS, DIGITAL DIRECTOR  
AT **CUCCINELLI FOR GOVERNOR**

“Matthew is always a pleasure. He addresses matters quickly and gets the big picture. His enthusiasm is infectious.”

— CAROL CUNDIFF, DIRECTOR OF DIGITAL PUBLICITY  
AT **20<sup>TH</sup> CENTURY FOX**

### PROFESSIONAL EXPERIENCE

#### *SeaWorld Parks & Entertainment*

**UI/UX DEVELOPER, IT MARKETING & SALES** (JULY 2018 – PRESENT IN ORLANDO, FL)

Responsible for front-end design and development across the company's websites for their twelve theme parks, corporate initiatives, and internal resources, maintaining existing pages and developing for new functionality in regular sprints.

Built A/B tests to improve upsells, annual pass sales, and pass member retention.

Designed and built microsites for special events like Howl-O-Scream and Christmas Town, as well as pages for new attractions and on-the-fly design needs.

Designed and built the UI for a brand-new in-park kiosk experience, both guest- and team member-facing components, to improve ease of use and checkout speed.

Coordinated with in-park and corporate marketing and sales teams, publishing tens of thousands of pages of content, templates, products, and media in Sitecore.

#### *The DiSTI Corporation*

**WEB APPLICATIONS DEVELOPER** (JUNE 2017 – JULY 2018 IN ORLANDO, FL)

Contributed to web-based components of this company's main software product, used by the likes of Boeing, Jaguar Land Rover, and the U.S. Department of Defense.

Designed and built landing pages, marketing emails, and microsites, as well as in-house web applications, including an inventory tracker and floorplan mapper.

Collaborated with the marketing and art departments to bring fresh website designs to life, and built custom WordPress plugins to assist content producers.

Spun up new web servers, installing packages, fine-tuning firewalls, and taking charge to deploy HTTPS/HSTS and strong security headers on company sites.

Maintained public and internal web servers, keeping systems up-to-date and secure.

#### *The Gay Christian Network*

**WEB DEVELOPER & GRAPHIC DESIGNER** (JUNE 2013 – JUNE 2017 IN RALEIGH, NC)

Managed this nonprofit's websites and redesigned their main site with a focus on professionalism, ease of navigation, and brand consistency.

Took initiative designing new donation forms and donor-facing webpages, making them more user-friendly and reducing as much friction as possible, resulting in a 120% increase in online donations over each of the previous three years.

Developed a custom registration system and public-facing ticketing website. Designed guest-facing mobile apps with schedule information and built internal apps for ticketing, guest management, and badge scanning. Provided on-site support for the in-house suite to a team of 250 volunteers and 1,500+ guests.

#### *The Ivy Group*

**WEB DEVELOPMENT INTERN** (SEPTEMBER 2012 – MAY 2013 IN CHARLOTTESVILLE, VA)

Maintained many of this marketing firm's clients' websites running on WordPress or Drupal. Worked one-on-one with clients, other developers, designers, and marketing professionals to understand and translate needs into actionable projects.

Built a scalable system and user interface that enabled teachers to browse and download curriculum files in a shopping cart-like experience.

### SELECTED FREELANCE EXPERIENCE

#### *Cuccinelli for Governor*

**WEB DEVELOPER & GRAPHIC DESIGNER**

(2010 – 2013)

Led development on the campaign website and microsites; designed the style guide and marketing collateral.

#### *20<sup>th</sup> Century Fox*

**WEB DESIGNER** (2010)

Collaborated with film publicists to create an interactive microsite for one of the film company's theatrical campaigns.