

Dennis Deacon

1125 N. Museum Blvd. Unit 701

Vernon Hills, IL 60061

312.523.1116

dennis@dennisdeacon.com

Objective

To obtain an opportunity with an organization that values and promotes effective online experiences, where I can be challenged and further expand my visual and interactive web design and user experience skills.

Summary

- **Accomplished web designer and developer**
 - 17 years experience visual web design and hand coding HTML/XHTML
 - 12 years experience hand coding CSS and creating visual designs in Photoshop
 - 4 years experience with web site information architecture and creating wireframes
 - 3 years experience working with content management systems and fundamental experience with JavaScript, jQuery, Adobe Flash & Illustrator
 - 1 year experience styling applications (ASP & JSP) with CSS.
- **Internet marketing specialist**
 - 6 years experience search engine optimization (SEO) as part of web site design work-flow
 - 4 years experience creating HTML email campaigns
 - 3 years experience analyzing web analytics reports to track results, opportunities and performing A/B split testing to improve expected results
 - 2 years experience social media marketing
- **Experienced enterprise content and search specialist**
 - 5 years experience content presentation and delivery
 - 3 years experience enterprise search operations and strategy
 - 2007 winner Intranet Design Annual Nielsen Norman Group (team award)
- **Web-industry evangelist and mentor**
 - Presents at conferences and meetups on web design, development, search and intranet best practices
 - Assistant organizer of the Chicago Web Professionals meetup; initiated web designer mentorship series

More Information

dennisdeacon.com

[linkedin.com/in/dennisdeacon](https://www.linkedin.com/in/dennisdeacon)

Talents

Standards-based web design

Micro site design

Landing page design

Email marketing campaigns

User Experience Methodologies

Search engine optimization (SEO)

Search engine marketing

Social media marketing

Content management systems (CMS)

Tools

Adobe Dreamweaver

Eclipse / Aptana

Visual Studio

Microsoft FrontPage

Adobe Photoshop

Adobe Flash

Adobe Illustrator

Constant Contact

Google Analytics

Omniture Site Catalyst

Web Trends

Technologies

HTML / HTML5 / XHTML

CSS / CSS3

JavaScript/jQuery

Flash

Colophon

Adobe Heiti Std R

Adobe Garamond Pro

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Experience

Front-end Web Developer, United Airlines, Contractor

June 2010 – Present, Chicago, IL

- Member of 15+ person interdisciplinary team responsible for the redesign of United's Mileage Plus website.
- Assisted with rebranding of Continental.com; content and imagery using ASP.NET, HTML and CSS.
- Redesigned the booking application leveraging Java Server Pages (JSP) using HTML and CSS.
- Interface with Vignette content management system to display standards-based content.
- Ensure that final pages match mock-ups and are cross-browser compatible, visually and functionally.
- Resolve defects in a timely manner leveraging Hewlett-Packard's Quality Center.
- Provide guidance on standards, best practices and performance optimization.

Web Design & Internet Marketing Specialist, Consultant

September 1994 – Present, Vernon Hills, IL

- Design effective web presences for small businesses, directly impacting their bottom line. Client listing found in [online portfolio](#)
- Develop both static and content management system-based web sites
- Perform research, develop information architecture and create web page wireframes
- Optimize web sites using ethical SEO practices to increase the visibility of websites in the search engines
- Design and implement HTML email campaigns to meet email marketing objectives
- Track usage, trends and conversions via web analytic software
- Manage social media marketing activities to produce leads and brand awareness

Search Product Manager, JPMorgan Chase

September 2005 – December 2007, Chicago, IL

- Responsible for the strategy and tactical operations of enterprise search
- Managed Google Enterprise Search appliance implementation, operation and customization
- Managed enterprise online employee directory application, including implementing mobile version
- Managed and provided training for targeted email application used by non-technical internal audience
- Managed projects to enhance usability and productivity gains
- Implemented web analytics to report of product return of investment (ROI)
- Consulted on search best practices to improve organic search relevancy

Web Site Administrator, Bank One

February 1999 – September 2005, Chicago, IL

- Designed effective internal online communications for presentation on company's enterprise intranet
- Managed and administered Google search appliance for internal content retrieval

- Consulted with 300+ intranet site producers on online strategy and online presentation best practices
- Managed beta implementation of SharePoint document management and collaborative system
- Remained current with web best practices in information design, usability and online experience

IT Training Administrator, First Chicago NBD

July 1996 – February 1999, Chicago, IL

- Initiated and led movement to utilize intranet for decentralized, effective corporate online training programs
- Designed and managed department intranet training web site
- Conducted internal market research for program promotion, enhancement and ROI

Online portfolio at dennisdeacon.com/portfolio • References upon request