Dennis Deacon

1125 N. Museum Blvd. Unit 701
Vernon Hills, IL 60061
312.523.1116
dennis@dennisdeacon.com

Summary

- User experience specialist
  - 2 years leveraging user experience methodologies, including user research and user testing
  - 2 years creating user experience deliverables, including information architecture, wireframes
- Web designer and developer
  - 20 years visual web design and hand coding HTML / XHTML
  - 14 years hand coding CSS and creating visual designs in Photoshop
  - 5 years working with content management systems
  - 4 years styling ASP.NET & JSP applications with HTML / CSS
  - 1 year experience with Adobe Flash & Illustrator
  - 1 year fundamental experience with JavaScript and the jQuery library
- Internet marketing specialist
  - 6 years search engine optimization within a web site design work-flow
  - 4 years creating HTML email campaigns
  - 3 years analyzing web analytics reports to track results, opportunities and performing A/B split testing to improve expected results
  - 2 years social media marketing
- Enterprise content and search specialist
  - 5 years content presentation and delivery
  - 3 years enterprise search operations and strategy
  - Team winner Intranet Design Annual 2007 - Nielsen Norman Group
- Web-industry evangelist and mentor
  - Presents at conferences and meetups on web design, web development, search and intranet best practices
  - Former assistant organizer of the Chicago Web Professionals meetup; initiated web designer mentorship series

More Information

dennisdeacon.com
linkedin.com/in/dennisdeacon

Talents

User experience methodologies
Standards-based web design
Micro site design
Landing page design
Email marketing campaigns
Search engine optimization (SEO)
Search engine marketing
Social media marketing
Content management systems (CMS)

Tools

Adobe Dreamweaver
Eclipse / Aptana
Visual Studio
Adobe Photoshop
Axure
Balsamiq
Adobe Flash
Adobe Illustrator
Constant Contact
Google Analytics
Omniture Site Catalyst
Web Trends

Technologies

HTML / HTML5 / XHTML
CSS / CSS3
JavaScript / jQuery
Flash

Colophon

Open Sans Semi-Bold
Open Sans Light

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Experience

eCommerce Production Front-end Web Developer, United Airlines

May 2012 – Present, Chicago, IL

- Implement content updates and enhancements on United.com
- Create rules for advertisements and implement related campaigns
- Lead the accessibility initiative within the Digital Publishing group
- Contribute to the planning and execution of next-generation CMS templates and styles
- Document system processes for awareness, training and knowledge sharing
- Work with business groups to create and implement effective online solutions to business problems

Web Design & Internet Marketing Specialist, Consultant

September 1994 – Present, Vernon Hills, IL

- Provide end-to-end web design and development services, delivering effective web presences, both static and content management-based websites, for small businesses, positively impacting their bottom line. Client listing found on online portfolio
- Perform user experience research, develop information architectures and create web page wireframes
- Improve search engine visibility via search engine optimization practices
- 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

Front-end Web Developer, United Airlines, Contractor

June 2010 – April 2012, Chicago, IL

- Member of 15-person team responsible for the redesign of United's MileagePlus booking engine, using HTML and CSS
- Assisted with rebranding of Continental.com; textual content using HTML and CSS
- Interfaced with Vignette content management system to display standards-based content
- Ensured pixel-perfect results and cross-browser compatibility, both visually and functionally
- Resolved defects in a timely manner leveraging Hewlett-Packard's Quality Center
- Provided guidance on standards, best practices and performance optimization

Search Product Manager, JPMorgan Chase

September 2005 – December 2007, Chicago, IL

- Responsible for the strategy and tactical operations of enterprise search products
- 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
- 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