

Dennis Deacon

1125 N. Museum Blvd. Unit 701
Vernon Hills, IL 60061
312.523.1116
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Summary

- Accessibility specialist
 - 2+ years leading web accessibility initiative within a corporate ecommerce environment compliant to WCAG 2.0 Level AA
 - Web site audits and reviews, training and research
- 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 hand coding HTML/XHTML/HTML5, CSS and creating visual web designs in Photoshop
 - 10 years working with content management systems
 - 4 years developing front-ends for ASP.NET & JSP applications
 - 2 years fundamental experience with JavaScript and the jQuery library
- Internet marketing specialist
 - 8 years search engine optimization within a web site design work-flow
 - 6 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
 - 3 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, accessibility, search and intranet best practices
 - Organizer Chicago Digital Accessibility & Inclusive Design Meetup

More Information

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

Talents

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

Tools

Sublime Text
Visual Studio
Adobe Dreamweaver
Adobe Photoshop
Adobe Illustrator
WordPress
SharePoint
Constant Contact
Mail Chimp
Axure
Balsamiq
Google Analytics

Technologies

HTML / XHTML / HTML5
CSS / CSS3
JavaScript / jQuery

Colophon

Open Sans Semi-Bold
Open Sans Light

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Experience

eCommerce Production Front-end Web Developer – Accessibility Specialist, United Airlines

May 2012 – Present, Chicago, IL

- Subject matter expert in digital accessibility in eCommerce.
- Reviews and audits sites for accessibility compliance to WCAG 2.0 Level AA; provides guidance to remediate issues.
- Provides accessibility training to internal groups.
- Coordinate the accessibility efforts within the Digital Production group.
- Implement content updates and enhancements on United.com.
- Create rules for advertisements and apply associated campaigns.
- Contribute to the planning and execution of next-generation CMS templates and styles.
- Document system processes for reference, training and knowledge sharing.
- Consult with business stakeholders 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.
- 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.
- 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.

References upon request