

Designer and front-end developer for applications, sites, and experiences

# William “Weszt” Hart

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## Summary

Proven designer, front-end developer, and leader of creative teams in the United States and Spain. Experienced in numerous business sectors: sports/fitness, SaaS, entertainment, health-care, hospitality, non-profit, law, finance, education, B2B, B2C, ecommerce, travel, and more.

Accomplished in user experience/interface design, branded websites and applications, establishing design standards, front-end development conventions, rapid prototyping, wireframing.

Expert at CSS/HTML cross compatibility; high level of proficiency with JavaScript, ActionScript 2/3, XML; working experience with C#, PHP, Ruby.

Experienced in many dynamic environments including ASP.NET, Ruby on Rails.

Comfortable in fast-paced, agile environments; highly adaptable and organized.

## Project Highlights

Team Disney (executive team) at Walt Disney World, Humana, Hilton, Rasmussen College, Life-Style Media/Pilates Style, Hooters Calendar.

## Experience

### Strands Fitness

Front-End Developer and Creative Director, January 2011 - September 2011 (Corvallis, OR)

- Developed a user interface solution for presenting any possible combinations of workout details in the smallest amount of space in all supported languages.
- Created a rebranding strategy within a few weeks that was easy enough to be implemented rapidly, thorough enough to work on web and mobile apps, strong enough for any marketing materials, and smart enough to make both applications faster.
- Led UI simplification efforts that increased user interaction over 20% and decreased loading time in some sections by more than 10 seconds.
- Developed UX improvement solutions for iPhone and Android applications that led to 17,000 downloads within a week - nearly matching total downloads of the application for the year before.
- Responsible for front-end development and managing creative teams in the United States and Spain.
- Established UX processes for improving quality and ease of use of fitness and event registration applications.

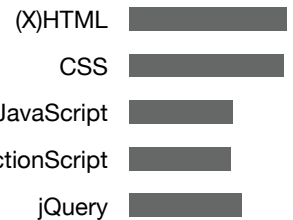
### Strands

Senior Designer/Creative Director, November 2009 - January 2011 (Corvallis, OR; Zaragoza, Spain)

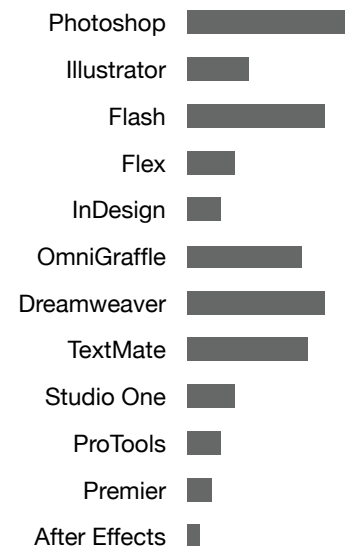
- Solved the biggest UI design and front-end development issues in less than two months by writing a comprehensive set of design, localization, and writing guidelines while leading an application-wide redesign with teams on two continents.
- Brought the Strands fitness application’s user interface into consistency for the first time.
- Developed basic theme for application redesign, moved from Florida to Oregon, and flew to Spain to begin implementation within a single week.

## Level of Skill & Comfort

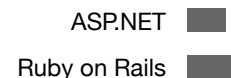
### Languages/Libraries



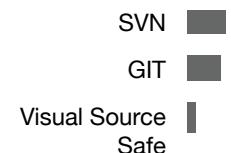
### Software



### Frameworks



### Source control



Continued...

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- Studied localization/internationalization strategies and some Spanish, German, and Finnish to create application language use standards.

## 3cStudios

Interactive Designer, August 2004 - April 2009 (Orlando, FL)

- Responsible for design and front-end development of a suite of B2B and B2C applications.
- Conceptualized and developed several social networking applications.
- Designed and developed a Flex application for customizing brochures online with any font for a division of Humana.
- Created an interactive online DVD & Flash Media Server presentation from green screen footage (Adobe Premier, After Effects).
- Designed and coded the base template for Pilates Style Magazine (LifeStyle Media, NYC).
- Developed solutions for Rasmussen College site and online curriculum.
- Designed and built sites and custom web applications for non-profits, corporations, magazines, health care companies, restaurants, insurance agencies, travel, and more.

## Freelance

May 2001 - present

- Redesigned and developed the Hooters Calendar website with their entire catalog while working a full time day job and studying Japanese.
- Introduced a SEO focused redesign that increased traffic to the Laser Institute website over 30%.
- Maintained a productive development schedule - while doing seven east coast tours as a signed indie rock act.
- Created ActionScript based solution for searching PDFs converted to SWFs.
- Built custom content management applications in ASP.NET.
- Designed and built dynamic sites for bands, record labels, magazines, restaurant chains, magicians, and more.

## Infinity Professional Solutions

Web/GUI Designer, January 1998 - May 2001 (Debary, FL)

- Responsible for user interface design of a web application for physicians.
- Responsible for all company and client website design with HTML and Flash.
- Created user interface guidelines and related documentation for health care management and physician applications.
- Solved web development issues in the executive team’s intranet at Walt Disney World.
- Designed and built websites for apparel companies, online radio stations, recycling companies, and more.

## Beyond Design


- As a rock musician, I’ve opened for Hootie and the Blowfish, Days of the New, and The Fixx.
- Enjoy writing, recording and performing music.
- Getting Things Done (GTD) enthusiast.
- World traveler who gets around in French and Japanese (which I taught myself).
- “Weszt” is a nickname that became a stage name that became my whole name (for a time).

## Level of Skill & Comfort


### CMS

WordPress 

Drupal 

Joomla 

### Spoken languages

French 

Japanese 

Italian 

German 