

Aaron Tweeton

Citrus Heights, CA 95621 | (916) 436-6917

aaron@aarontweeton.com | <https://www.linkedin.com/in/tweeton/>

Career Summary

Front-End Software Developer | Responsive Web Designer | Web Developer

- Front-End Web Developer with 15+ years of experience helping businesses and organizations grow and reach more people through WordPress-powered websites and software applications.
- Designed user interface (UI) for e-commerce software, upgrading from AngularJS to React and TypeScript, while also improving WordPress integration.
- Designed and developed learning management system to improve e-learning for over 700 healthcare employees.
- Co-host of Sacramento WordPress Meetup which helps hundreds in the greater Sacramento area build better websites using WordPress.

Skills

- Adobe Creative Suite
- Advertising
- AngularJS
- Bootstrap
- Copywriting
- HTML & CSS
- JavaScript
- jQuery
- React.js
- SASS
- TypeScript
- Video Production
- Web Design
- Web Development
- WordPress

Experience

ItemGrabber, Rocklin, CA

2020-Present

Business supply reseller and e-commerce software as a service (SaaS) provider

Front-End Software Developer

- Designed and developed user interface (UI) for e-commerce software, upgrading from AngularJS to React and TypeScript, while also improving WordPress integration.
- Improved DevOps by reducing release cycle time from quarterly to weekly, resolving backlog of over 500 Jira tickets in under six months.
- Designed and developed website user interface (UI) for national B2B e-commerce business supply and cultivation supply stores, using Adobe XD, Bootstrap and WordPress.

Gold Country Media, Auburn, CA

2017-2019

Local news media outlet and printing service provider

Graphic Designer

- Designed editorial pages for two weekly newspapers, several monthly magazines and special publications for Sacramento and Placer counties using Adobe InDesign and Illustrator.
- Increased online reach through uploading editorial content using Drupal and other content management systems (CMS), and sharing on social media channels.
- Wrote and copy edited editorial content according to AP Style. Created and edited editorial photography using Adobe Photoshop.

Lumens/yDesign Group, Sacramento, CA

2016

Lighting and home decor retailer

Web Developer

- Helped company migrate from Adobe Scene7 to Adobe Experience Manager for digital asset management and content delivery.

- Improved user experience (UX) by troubleshooting issues with HTML, CSS, JavaScript, and Salesforce Cloud Commerce.
- Created user interface (UI) documentation using Axure RP.

VSP Global, Rancho Cordova, CA

2012-2016

International eye-care insurance and service provider

Digital Media Specialist/Web Developer

- Designed and developed corporate learning management system using AngularJS, Bootstrap and jQuery.
- Helped launch company migration to Microsoft SharePoint for document management. Built and maintained SharePoint team sites for customer care division.
- Produced promotional videos and motion graphics for e-learning courses using Adobe After Effects and Premiere Pro.

Freelance, Sacramento, CA

2010-2020

Web Designer/Graphic Designer/Marketing Specialist

- Improved copywriting and on-page search engine optimization (SEO), optimized Google Ads campaigns and managed social media accounts on Facebook, Instagram, LinkedIn, Yelp, and Google My Business for local home service businesses.
- Designed and developed responsive websites for small businesses and organizations using HTML5, CSS, JavaScript, and WordPress.
- Designed marketing collateral using Adobe InDesign, Illustrator and Photoshop. Produced promotional videos and motion graphics using Adobe Premiere Pro and After Effects.

Harry and David, Medford, OR

2008-2010

National gift producer and retailer

Graphic Designer

- Designed weekly marketing emails for four national gift retail brands using Adobe Photoshop and Illustrator.
- Improved design process and project management using Microsoft SharePoint.
- Maintained and updated product image catalog using Adobe Scene7.

Mail Tribune, Medford, OR

2007-2008

Local news media outlet

Web Designer

- Designed and developed online magazine websites using Adobe Dreamweaver, Photoshop and Active Server Pages (.ASP).
- Designed digital display ads for local Southern Oregon businesses.
- Maintained editorial content using Saxotech Publicus content management system (CMS).

More work history details at <https://www.linkedin.com/in/tweeton/>

Education

Bachelor of Science, Broadcast Journalism

Abilene Christian University, Abilene, TX

Cum laude graduate; President, promotions manager - Campus Activities Team; Page designer - The Optimist