

Rod Huerto

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Summary

Multi-faceted, efficient & reliable front-end, interactive, product engineer, design and developer. With 20+ years of experience successfully managing all facets of site development, from initial design and architecture to site deployment and client management. Adept at successfully revamping web sites to enhance user satisfaction, retention time, streamline navigation, conversion rates and increase ad revenue and sales.

Experience

Product Engineer at Tribune Publishing

February 2017 – Present

Product development and engineering for digital products for The San Diego Union-Tribune and multiple platforms.

- Newsroom liaison for technical consultation and development
- Business development with third party software and vendor products
- Front-end development to create tools and applications to help drive engagement and traffic on digital products
- Ensuring proper SEO and data analytics implementation to all products

Software Engineer at Tribune Publishing

October 2016 – February 2017

Part of the software engineering team that oversaw analytics development and implementation

- Tracking and analytics scripting
- Data layer scripting according to product team specs and needs
- QA and test analytics on multiple platforms

Interactive Design and Development Manager at U-T San Diego

April 2014 – October 2016

Interactive team manager, responsible for design and development of all U-T San Diego digital products.

- Manage team of designers and developers to produce digital products that translates to proper UI/UX standards and ensure delivery of projects and expectations
- Contributes to continual improvement by suggesting improvements to user interface, software architecture or new technology
- Maintaining a high awareness of industry issues and trends, particularly in regard to accessibility, usability, and emerging technologies
- Ensuring proper training and mentoring with all entry level designers and developers
- Implementation of data analytics and tag management

Lead UI Front-End Web Designer/Developer at The San Diego Union-Tribune

August 2012 – April 2014

Lead web designer and developer for utsandiego.com. Work in collaboration with VP and Director of interactive media.

- Build and implementation of new utsandiego.com
- Supporting and creating special sections/sites for newsroom
- Integration and design of mobile news site (m.utsandiego.com)
- Conceptualizing and integrating new products for news content
- Assisting director with assigning projects
- Training and guiding intern program for interactive and digital department

Senior Lead Web Designer/Developer at Motivate Inc.

June 2011 – August 2012

Director and technical lead web designer and developer for emerging websites. Over see all aspects of web site creation, design and development. Maintain all integrity and accountability for national and local newspaper publications and it's affiliates.

- Design and development of 25+ senior site publications, 15+ Hispanic site publications and national mature market site spot55.com.
- Manage team of ad operations, social media marketers and content management
- Run and manage 3rd party vendors and consultants
- Build mobile and tablet sites for each publication

Web Designer/Developer at HUERTO design

January 2000 - Present

<http://www.huertodesign.com>

Senior Web Designer/Developer II at The San Diego Union-Tribune

September 2008 - June 2011

Designed and developed websites, ads, graphics, marketing materials and flash presentations for SignOnSanDiego.com

Designed and developed various sites to support news staff using Content Management System Ellington.

- Created and maintained CMS templates for special sections and advertisements
- Built rich media advertisements for large marketing campaigns and retailers
- Build signonsandiego.com mobile site

Senior Web Designer at Neighborhood House Association

June 2007 - September 2008

Design, develop and implement web design and applications for public web site and internal intranet.

Oversaw all design and front-end aspects of web operations and production.

- UI/UX design and development of internal Intranet
- Created marketing campaigns for web landing pages
- Implemented CMS for the use of public relations communication
- Designed and developed all online facing sites

Multimedia/Interface Designer at SAIC (Science Applications International Corporation)

April 2006 - June 2007

Design and developed web graphics and multimedia presentations for public web site SAIC.COM and company intranet ISSAIC. Team member of SAIC web and collaboration team, servicing business divisions and corporate internal, external and marketing communications.

- Design and development of micro sites for business division within company
- UI/UX support and design for company intranet
- Created flash presentations for upcoming products and announcements

Web Designer at Quexion

October 1999 - January 2005

Developed and Designed websites, E-commerce stores, flash animation and shockwave games for clients and corporate partners.

- Help establish and design company brand and identity
- Created all web related project for clients, internal efforts and partners
- Flash and Shockwave development for interactive websites
- Website and e-commerce front-end design and development

Accomplishments & Special Assignments

- Was recruited to lead a team to design, develop and implement websites, mobile and tablet for multiple emerging websites for national newspaper publications.
- Implemented social media campaign that helped pushed each website to create more page views and traffic
- Won logo design contest to brand SignOnSanDiego.com.
- Was chosen to lead and design the interface for multi-platform intranet, which housed internal applications and employee information.
- Conceptualized and implemented dynamic interactive ads to generate more revenue and give website a different style of advertising.

Skills and Specialties

Adobe Products, Sublime Text, HTML5, CSS3, XHTML, User Interface Design, User Experience, JavaScript, JQuery, React.js, SEO, Google Tag Manager, Tracking analytics, CMS, Django, Wordpress, Mobile/Responsive design, Git, SVN, AWS

Education

Platt College – 1995-1999

Graphic Design, Web Development, Multimedia and 3D Animation