

Phillip A. Swickard

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SUMMARY:

A dedicated leader and curious problem-solver with over 15 years of experience in technology and creativity offering a unique blend that delivers engaging digital experiences and products while consistently exceeding stakeholder's expectations.

OBJECTIVE:

To fulfill a strategic leadership role that compels creative problem solving, team collaboration, and technical innovation to seize ownership and drive significant impact on the achievements of a progressive software company while inspiring professional and personal growth for myself and others.

CAPABILITIES:

Team management/leadership/hiring/mentoring/career management/resource allocation (globally distributed/onsite), technical direction/solutioning/strategy/evangelism/consulting, system/process improvement, Agile/Scrum methodologies (certified CSM), functional/technical requirements gathering, scope/project management, risk assessment, technical/business writing, project/program budgeting, client relations, technical integrations, peer code review, DevOps/continuous integration/continuous delivery, content delivery (CDN), cloud computing (compute, storage, networking, databases, load-balancing, distributed systems, security), AdTech, interactive voice response (IVR), interactive prototypes, quality assurance, section 508 compliance/accessibility guidelines, search engine optimization, wireframes, atomic design, design systems, web/responsive design, user experience, creative/art direction, responsive design, augmented reality, animation, public speaking, thought leadership, rendering/encoding/transcoding digital video for television and web, amateur radio (KN6GWE).

PROFICIENCIES:**Software/Hardware Development**

Web development (HTML5, CSS3, and vanilla JavaScript ES5/2015/6), JavaScript libraries/application/SPA frameworks (jQuery, Bootstrap, Handlebars, Angular, React, Express), CSS preprocessors (LESS, SASS, SCSS), mobile development (PhoneGap/Cordova), content management systems (Sitecore, WordPress, Drupal), cloud/back-end/databases (AWS, Node.js, SQL, NoSQL, LAMP), middleware (TIBCO/Scribe), RESTful web services/APIs, XML, JSON, web analytics (Google Analytics, Webtrends), version/source control systems/management (Git, BitBucket, GitHub, GitLab, SVN), unit testing (Mocha, Jasmine, Jest, Karma), task managers (Gulp, Grunt), package managers (npm/npX, Webpack, Browserify, Yarn, Bower), CRM (Salesforce, MS Dynamics), Marketing Automation (Salesforce Marketing Cloud, Hubspot), hardware prototyping (Arduino, Raspberry Pi).

Project Management/Productivity

Microsoft Project, Atlassian (Jira, Confluence, Trello), Rally, Salesforce Service Cloud, Microsoft Office, SharePoint, Project, Teams, G Suite, Slack

Design/UX/Mock Ups/Diagrams

Adobe Creative Cloud, InVision, Visio, Lucidchart.

EXPERIENCE:

Invoca, Solutions Architect – Santa Barbara, CA

November 2018 – Present

- Lead and manage a portfolio of technical customer projects to ensure successful end-to-end delivery of product expansion, migrations, and deployments.
- Engage with customers' business, marketing, and engineering departments to translate business objectives into system requirements and define an enterprise-wide technology approach that encompasses multiple systems and various integration points.
- Qualify, scope, and deliver new technical projects for expansion and upsells for existing customers.
- Train customer web development resources on Invoca's JavaScript capabilities, including JavaScript creation, QA, and hands-on debugging for customer implementations including Single-Page Applications.
- Provide technical advisory services on implementations with multiple integrations and software platforms (AdTech, MarTech, and CTI/Call Center Technology).
- Deliver highly technical consultative and support services by being an expert in the Invoca product and integrated partner solutions.
- Draft technical project instructions, engineering plans, technical designs, and systems integration-related documents and deliverables.
- Estimate time frames, quality, and quantity of resources required to successfully implement technical projects.
- Work closely with Product team to continuously relay feedback for improvement on product features and functions, and ensure sustained customer success.

Amgen, Inc., Web Platform Lead – Thousand Oaks, CA

March 2017 – November 2018

- Product/service owner for national, cross-business unit web services, process improvement and strategy management including website production best-practices, web portfolio management, Sitecore CMS platform, and web analytics.
- Single point of contact for US web design/development processes, technical vendor vetting and on-boarding, and web domain knowledge/strategy.
- Continuous alignment with global web partners as a majority stakeholder to improve web strategy/architecture/best practices for global regions.
- Lead architect and governance lead for migration of 180+ international websites from on-premise infrastructure to AWS cloud.
- Lead architect of design system and component library architecture to improve customer experience, reduce time to market and cost by up to 40% for 18 commercial brands.
- Define and manage 3-year roadmap for commercial web platform and service offerings.
- Management, mentorship, and process implementation/improvement for website production project managers and web operations personnel.
- Develop documentation and training around processes and newly implemented technologies.
- Independently and continuously research and sustain domain expertise on current web trends, strategies, and technologies effectively helping move Amgen's web presence forward.

Anthem, Inc., Digital Art Director (Technology and Innovation) – Thousand Oaks, CA

June 2013 – March 2017

- Product/service management, resource allocation, and mentorship of a multifaceted, remote team including art directors, UX/digital designers, developers, project managers and writers.
- Led digital initiatives to success from discovery to delivery while nurturing client relationships.
- Owned, defined, strategized, prioritized, directed, and delivered best-in-class, mobile first digital marketing collateral (responsive websites, mobile apps, responsive emails, digital videos, etc.) ensuring quality, timeliness, and brand consistency.
- Hands-on development and presentation of wireframes, prototypes and final web/mobile apps.
- Research, experimentation, testing, implementation and promotion of new technology, processes, and procedures to enhance team quality and productivity.
- Liaison for marketing business unit clients, internal creative resources, and technical partners.
- Point of contact for escalation and resolution during project lifecycles related to technology.

Anthem, Inc., Senior Multimedia Designer - Woodland Hills, CA

April 2012 – June 2013

- Designed and developed digital/interactive materials for web and mobile platforms.
- Team lead for front-end web design/development and UX progression for digital marketing.
- Mentored other designers by facilitating and promoting continuous education in web industry standards and best practices to improve upon technical, design and UX skills.
- Produced, designed, animated and edited digital video to promote Anthem brands.
- Designed and developed responsive HTML emails for various brand campaigns using Salesforce.

M-GO/Technicolor, Inc., Software Engineer - Burbank, CA

January 2010 – April 2012

- Created core applications to be featured on mobile devices based on product specifications.
- Developed reusable architecture for cross platform streaming video service.
- Consumed RESTful web services to attain and display personalized dynamic data.
- Collaborated with product owners, UX designers, and QA in a startup, Agile environment.

Facecake Marketing Technologies, Interactive Developer - West Hills, CA

July 2008 – December 2009

- Front end programming, animation, UX, and design on multiple web projects/microsites.
- Integrated user interfaces with back-end databases providing dynamic data to users.
- Implemented core class libraries/best practices to be used on current and future projects.
- Collaborated with designers and product owners to build ideal user experiences on applications.

Countrywide Home Loans (Bank of America), Multimedia Developer/Graphic Designer - Simi Valley, CA

October 2005 – July 2008

- Produced multimedia content for use in senior executive presentations and companywide training and communication from executive management.
- Produced, directed, photographed, designed, animated and edited video and graphic design content to be used throughout employee population.
- Designed charts, graphs, infographics, posters, fliers, etc. with Adobe Creative Suite for executive presentations and promotions to visualize and clarify complicated materials.
- Designed and developed a custom video player for employees to view all multimedia content via company intranet.
- Updated resource libraries, training materials, stock photo/music/video accounts regularly.

Prudential California Realty (Berkshire Hathaway), Advertising Coordinator/Graphic Designer -
Thousand Oaks, CA

August 2004 – October 2005

- Designed posters, fliers, ads, etc. for real estate agents as marketing and sales materials.
- Produced weekly ad layouts for local newspapers with up-to-date content.
- Maintained web content for real estate agents' listings.

EDUCATION:

Pepperdine University, Malibu, California

B.A. in Television Production

Minor in Multimedia Design

CONTACT:

Portfolio

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