

Timothy Camuti

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I am a seasoned user interface and front end developer specializing in designing, architecting and engineering complex cross-browser web applications, high profile websites and online tools. I blend cross-functional talents in **Interaction Design and Front-end Technology** to create branded user experiences that engage, delight and help people achieve their goals.

EXPERIENCE

Senior Front-End Software Engineer

AOL – New York, NY

December 2008 – Present

- Design and engineer innovative front-end development solutions and user interactions for AOL's Sponsored Listings ad serving platform. <http://advertising.aol.com/technology/sponsored-listings>
- Collaborate with the product team to improve existing interfaces and develop new features that drive revenue from new users and existing customers.
- Work with account management to assess the effectiveness of our tools and gather insight from customers.
- Direct UI related and design decisions for AOL Sponsored Listings applications.
- Assess new technologies for possible inclusion into existing software.
- Develop and refactor code for modularity and optimization.
- Mentor developers on client-side technologies and software design approaches.
- Write use cases, application flow diagrams, design documentation and user documentation.
- Apply expert knowledge of CSS, XHTML, JavaScript, JSP and JAVA integration.

Achievements

- Updated the AOL Sponsored Listings account creation process leading to a **44% increase in sign-up completions**.
- **Improved page ready time by 70%** on the critical sign up landing page by incorporating several client-side strategies.
- Developed a “targeting wizard” feature to help new and novice users generate effective ad campaigns. **Approximately three new campaigns per day are created through the tool.**
- Created the “text and image” ad management module as a simple, dynamic interface belying a complex process. Account managers effectively use this tool without training to increase revenue for premium advertisers.
- Designed and architected an online proposal generating tool for sales teams to drive new business.
- Developed a simple, versatile and robust JSON API for publishers to quickly serve ads on their pages.
- Consulted as a subject matter expert for AOL's registration process optimization.
- Selected to be an **AOL Cultural Ambassador**... an integral role in AOL's hiring process.

Senior Web Applications Engineer

Condé Nast – New York, NY

August 2008 – December 2008

- Cross browser front-end development for www.epicurious.com using JavaScript, CSS, JSTL and Java.
- Worked with business analysts and designers to articulate design concepts and user facing requirements into user experiences that delight and engage.
- Interacted within an agile development team by providing task breakdowns, level of effort estimates and participating in planning.

Achievements

- Developed the "Recipe Box Shopping List" feature on Epicurious providing state-of-the-art interaction to a massive audience. I crafted native code that articulates every aspect of the complex user

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interface allowing users to create and edit recipe folders, drag and drop recipes into them and print out shopping lists. The feature has been praised by the user community.

- Contributed several universal JavaScript functions to simplify development and allow easy manipulation of client-side elements.
- Significantly improved the usability of the global search widget.

Senior Developer

Lehman Brothers Inc. – New York, NY

December 1997 – August 2008

- Application owner and team leader for several front-end heavy web applications with complex interfaces critical to investment managers.
- Designed all custom web application user interfaces used by portfolio managers in the Investment Management Division using JavaScript, CSS, XHTML, SQL and .Net/C#.
- Directed other developers in the division in front-end engineering techniques, information design, user interface and styling.
- Designed and created all icons and graphics for the division's applications.
- Conducted usability tests and worked with business analysts to discover usability improvements.
- Set usability standards and design guidelines to ensure continuity among all applications.
- Managed a development team using a user-centered approach.
- Coordinated builds, staging, testing and launches.
- Worked with project managers to set deadlines and plan application releases.

Achievements

- Integrated application design in the development lifecycle in a technology focused group.
- Spearheaded the role of front-end developer in the years before it was called so.
- Designed the user interface for the acclaimed PRISM portfolio management application, an account management, trading and research tool critical for portfolio managers.
- Designed the Neuberger Berman Intranet framework using a concept called "Consistent Variety". I combined a distinct look and feel for each vertical with common navigation design patterns that made users feel familiar no matter where they were on in the site.
- Created a modular, highly usable administration interface used for all applications in the department.
- Designed and engineered a proprietary project management application to track business requests from concept to deployment. **This application was adopted by several divisions in IT largely due to its usability.**

Art Director

Siebel/Mohr, Inc. – New York, NY

April 1993 – February 1996

Coddington, Chadwick & Meyerson - New York, NY

March 1996 – October 1996

- Created, developed and produced advertising and marketing materials for trade ads, direct mail, packaging, video, product launches and promotions. ⇐(CCM)
- Created, developed and produced sales promotions for House of Seagram and the Seagram Beverage Company in the form of print POP, advertisements, and packaging design. ⇐ (Siebel/Mohr)
- Directed studio staff and managed budgets and timelines of assignments.
- Directed video and photo shoots.
- Formed vendor relationships and negotiated rates and turnaround times.
- Hired and directed illustrators and photographers.

TOOLBOX

Languages

HTML/XHTML
JavaScript | AJAX | DOM
Cross-browser CSS
JSTL | JSP | Java
XML | XSL
ASP.NET with C#
SQL

Development Tools

Eclipse | Visual Studio
Mootools Framework
SourceSafe | CVS | Subversion
Selenium Testing

Design

Adobe PhotoShop
Adobe Fireworks
Adobe Illustrator
Adobe Flash

EDUCATION

Cornell University

B.S. in Communications

S.U.N.Y Purchase

Parson's School of Design

Continuing education in graphic design courses.

My portfolio is available at

www.camuti.com