

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, digital products, and high profile websites. 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.

Senior Front-End Software Engineer/UI Designer – AOL – New York, NY
<http://advertising.aol.com/technology/sponsored-listings>

December 2008 – Present

Responsible for user interaction, front-end development and application design on AOL's Sponsored Listings ad serving platform, client facing tools and admin applications.

- Collaborate with the product team to develop new features that drive revenue and attract walk-ups.
- Examine Omniture data to identify user behaviors and apply insights to improving interfaces and task flows.
- Conduct user testing with internal staff to assess our tools and gather feedback from customers.
- Architect and engineer applications for optimal performance applying AJAX and front-end best practices.
- Create wire frames, use cases, application flow diagrams, design documentation and user guides.
- Apply expert knowledge of CSS, XHTML, JavaScript, JSP and JAVA integration.
- Assess new technologies for possible inclusion into existing development practices.
- Develop and refactor code for modularity and optimization.
- Mentor developers on client-side technologies and software design approaches.

Achievements

- Updated the AOL Sponsored Listings account creation process leading to a **44% increase in sign-up completions**.
- **Improved page ready time by 80%** on the critical sign up landing page by incorporating several client-side strategies.
- Developed a "targeting wizard" feature to help new and novice advertisers generate effective ad campaigns. **Approximately three new targeted campaigns are created per day 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 and publishers.
- Designed and architected an online proposal generating tool for sales teams to drive new business.
- Conceived and developed a "cut and paste" interface script for publishers to quickly deliver ads to their pages through a JSON API. Top publishers use it as an alternative method of using our product.
- Consulted as a subject matter expert for AOL's registration process optimization.
- Represented AOL as a **Cultural Ambassador** assessing over 50 job candidates for fulltime positions

Senior Web Application Developer – 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 interaction allowing users to create and edit recipe folders, drag and drop recipes into them and print out shopping lists. The feature has been praised and steadily adopted by the user community.
- Significantly improved the usability of the global search widget.

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(X)HTML◆◆ JavaScript◆◆ CSS◆◆ AJAX◆◆ JSP◆◆ Java◆ JSTL■ XML-XSLT◆ ASP.NET/C#■ SQL■
Adobe PhotoShop◆◆ Illustrator◆◆ Flash◆ Fireworks■ Eclipse◆ Visual Studio■

Senior Web Developer/ Designer – Lehman Brothers Inc. – New York, NY

December 1997 – August 2008

Application owner and development team leader for several web applications critical to investment managers. Designed web application user interfaces used by portfolio managers in the Investment Management Division.

- Managed a development team using a user-centered approach.
- Directed developers in the division in front-end engineering techniques, information design, user interface and styling.
- Conducted internal usability tests to discover usability improvements.
- Set usability standards and design guidelines to ensure continuity among all applications.
- Developed personas and stories as guidelines for development teams.
- Designed and created all icons and graphics for the division's applications.
- Coordinated builds, staging, testing and launches.
- Worked with project managers to set deadlines and plan application releases.
- Reviewed functional specifications with business analysts for user interaction enhancements.

Achievements

- Integrated usability and interaction design in the development lifecycle of 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.**

Founder/Director

Orange Kangaroo Kids' Art Studio and Café – Montclair, NJ

December 2004 – October 2006

- Founded and brought to market a new brick and mortar concept consisting of a children's art studio & café where families could drop in any time, make art and enjoy light fare and music.
- Managed several lines of business including a drop-in art studio, café, art classes and birthday parties.
- Developed and adapted offerings and the business model in response to market demands.
- Created brand identity and implemented marketing strategy attracting and retaining a target market database of over 1,100 customers through the use niche target advertising and an interactive website with mailing list and customer dialogue exchange.
- Invented and actualized a drop-in art studio & art enrichment programs for children ages 12 and under with fresh ideas and innovative projects on a daily basis and directed art staff in the execution of creative mission.

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.

Cornell University

B.S. in Communications

S.U.N.Y Purchase & Parson's School of Design

Continuing education in graphic design courses.

View my portfolio at

www.camuti.com

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