

DANIEL STAHL

Senior Front-End Web Developer/Digital Production Designer

ABOUT ME

I am an experienced front-end web developer with a passion for creating engaging web experiences through animation. My expertise includes HTML5, CSS, and Javascript. I am always dedicated to effectively executing my client's vision. Crafting captivating experiences requires years of skill development and to be successful you need to earn the trust of creative directors, illustrators, retouchers, account staff, and clients alike.

EXPERIENCE

Senior Front-End Web Developer/Digital Production Designer Dec '14 - Jun '23 [MakerhouseWW](#) Detroit, MI

I was instrumental in bringing in-house all of Ford and Lincoln's Retail First Tier II Regional Dealer ad banner work. My Director and I were responsible for hiring two more developers to assist with workload.

- Brought in-house Ford & Lincoln's Retail First Tier II ad banner work
- Results: increased efficiencies and significant cost savings to MakerhouseWW and Ford.
- Assisted in adding two skilled developers within first six months to double our team's size.
- Coordinated training for team with Google specialists on dynamic banner procedures and templates.
- Our reputation for quality work spread quickly within the agency and Ford, leading to increased demand.
- Services expansion created new revenue streams and presented opportunities for growth and innovation.
- By working closely with new departments, we were able to listen to and meet their unique needs resulting in expansion of our deliverables, both non-dynamic and Ansira-dynamic ads.
- Ability to shift focus quickly, having Production Artist duties added to my services in mid-2021.

Senior Interactive Developer/Digital Production Designer Jul '11 - Dec '14 [Aquent](#) Detroit, MI

As a contractor, collaborating closely with creative leads, writers, and account staff, I delivered a diverse range of offerings, including custom WordPress interfaces for McKesson Pharmaceutical, as well as complex jQuery and CSS functionality, wireframes for customer portals, web pages and email blasts.

- Delivered high-impact web content through extensive skills in HTML5, CSS, Javascript, jQuery, WordPress and Flash in a timely manner in fast-paced environments.
- Introduced animation and file size savings techniques to teammates to help keep file sizes in IAB spec.
- Built relationships with leaders (at Doner Advertising, 3/12-6/13) and teammates (from working at J Walter Digital, 9/05-9/06) that carried over to Senior Digital Developer role at MakerhouseWW.

Flash Engineer/Quality Assurance Specialist Feb '10 - Jul '11 [ePrize](#) Ferndale, MI

Collaboration with Creative and Account personnel to create standalone micro-sites and gaming experiences for global brands such as Microsoft, Coca-Cola, Kikkoman, Dole, Yahoo, and FedEx, utilizing cutting-edge Flash technology with Actionscript 3, HTML5, CSS, and Javascript.

- Achieved success and trust with teammates in fast-paced, high-volume production setting.
- Expanded personal skillset and company need by transferring to Quality Assurance team.
- Quality Assurance's focus on functionality and User Experience were of utmost importance.
- Quality Assurance required attention to the smallest detail through extensive testing across development, test and live environments.

Internet Manager: Mopar Accessories Sep '06 - Jan '10 [BBDO Detroit](#) Troy, MI

Coordinated and helped oversee multi-agency redesign of Mopar Accessories website for Chrysler Corp. and introduction of B2C e-commerce.

- Instrumental in strategic advice to Mopar Internet account manager for complete site re-architecture.
- Managed teams of vendors, web designers, developers, project managers and content specialists.
- Responsible for ensuring Mopar Accessory site paralleled Chrysler, Dodge and Jeep brand sites in accordance with brand style guides.
- Accountable for web maintenance updates and data accuracy across three brands and over twenty vehicle nameplates.

EDUCATION

Bachelor Of Arts in English Dec 1991 [Olivet College](#) Olivet, MI

CONTACT

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STRENGTHS

Leadership

Led a team of 3 front-end developers in successfully launching in-house display ad banners and expanding business.

Problem-solving

Skilled at resolving complex animation issues in HTML, CSS and Javascript that led to larger ad reach and more profit centers for the agency.

Attention to detail

Implemented and trained development team on proper QA testing for DV 360 dynamic and non-dynamic banners reclaiming hours of turnaround time per ad unit from DV 360 QA team.

Versatility

Extensive background in layout and print production allowed me to be another resource as a Production Artist at many jobs. My past Account experience can bring a unique focus to creative solutions.

SKILLS

- HTML5, CSS, Javascript
- Adobe Creative Suite: Photoshop, Illustrator, Animate, InDesign, Lightroom, Audition, Premiere Pro, etc.
- Google DV 360 Marketing Platform
- Rapid Prototyping
- WordPress
- Invision App
- Final Cut Pro X
- Version control systems (Git, Bitbucket)

DEVELOPING SKILLS

- Figma
- LESS / SASS
- jQuery
- JSON
- AJAX