

# Brian T. Gallagher

bgallagher@gmail.com

603.866.6912

pixelharmonics.com

## Employment

### July 2006 – Present – Senior Programmer/Analyst II, GEICO, Chevy Chase, MD

- ◆ Produced the design and coded the HTML, Sass and PHP for a new responsive homepage of the company's Careers site — the narrative-style layout presents a visitor with details about the company's history and operations before applying
- ◆ Designed the layout and built responsive HTML, CSS and PHP logic for GEICO.com's insurance product pages, focusing on raising transaction traffic for policy logins and quote starts
- ◆ Implemented responsive HTML, CSS and JavaScript for GEICO Portfolio, a dashboard page where customers can easily see all of the insurance products and policy alerts associated with their account
- ◆ Evaluated and optimized the site code and asset files of GEICO.com in conjunction with the site's content delivery network, resulting in a 20% improvement in page load speeds
- ◆ Led the design and development for the 2012 visual rebrand of GEICO.com, which included producing a web property style guide and developing HTML, CSS and PHP for the site's templates
- ◆ Developed JavaScript to support Google Analytics event tracking and custom user categorization on GEICO.com, allowing insight into users' interaction with specific page components
- ◆ Designed the layout for GEICO.com's 2011 homepage and produced the PHP controller code accompanied by the HTML and CSS for its presentation layer — the new tabbed interface resulted in a large increase in successful service and claims transactions
- ◆ Used PHP and Google Calendar's XML output to create a listing of job fairs and recruiting events on GEICO's Careers site, allowing internal users to easily update the schedule in real time
- ◆ Designed the layout and developed the WordPress theme's HTML and CSS for the company's corporate blog
- ◆ Wrote the PHP logic to integrate geolocation services and Oracle's Real-Time Decisions software into GEICO.com to provide users with tailored content and graphics
- ◆ Constructed user interfaces and templates for GEICO's internal CMS, built with the CodeIgniter PHP framework, resulting in a utility which allows internal users to easily modify page content

## Skills

### Languages

HTML

CSS

Sass

JavaScript

◆ jQuery

PHP

◆ CodeIgniter (MVC)

◆ WordPress

MySQL

### Programs

Adobe Creative Suite

◆ Illustrator

◆ Photoshop

◆ After Effects

◆ Premier

◆ InDesign

Apache HTTP Server

Perforce

GitHub

Google Analytics

# Brian T. Gallagher

bgallagher@gmail.com

♦ 603.866.6912

♦ pixelharmonics.com

## Employment (continued)

### July 2008 – January 2009 – Consultant, Cruview, LLC, Washington, DC

- ♦ Developed and deployed a social reviews and recommendations site aimed at Washington, DC area residents

### October 2006 – December 2009 – Web Support, Hydra Head Records, Los Angeles, CA (remote)

- ♦ Updated tour date listings, posted press materials, produced HTML and provided general technical support to the office staff of the record label

### May 2005 – August 2005 – Intern, Mercedes-Benz USA, Montvale, NJ

- ♦ Created an interactive CD-ROM promoting certified pre-owned auto sales, maintained the database powering MBUSA.com's search engine

### August 2004 – November 2004 – Web Developer, Dalina, Inc, Nashua, NH

- ♦ Built an online catalog and designed a new corporate identity with logo and print materials and trained employees on site maintenance

## Education

Rochester Institute of Technology, Class of 2006

BS, Information Technology with New Media Option (4.0 GPA)

Minor in Communication