

# BRIAN GALLAGHER

SENIOR SOFTWARE ENGINEER

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## PROFESSIONAL PROFILE

Experienced multidisciplinary senior engineer with a track record of delivering high-performing, responsive sites to achieve business and marketing objectives. Diverse expertise spanning two decades in designing, developing and implementing complex software solutions for high traffic web properties. Orchestrated the GEICO corporate website, receiving over a million visitors per month and destination of a \$1B yearly advertising budget, to provide a best-in-class experience for a potential customer's first online interactions with the company. Proficient in full-stack development, crafting scalable and maintainable architectures, and leveraging agile methodologies to deliver high quality, performance-focused products on time and within budget. Adept at leading cross-functional teams and mentoring junior engineers, with the ability to communicate technical concepts to diverse audiences ranging from non-technical internal customers to executive-level management, driving innovation and achieving project success. Proven and trusted professional with a deep understanding of design and user experience, keen interpersonal and organizational skills, as well as process improvement, testing assurance, and stakeholder communications expertise.

## CORE COMPETENCIES

- Full-stack Development
- Technical Leadership
- Quality Assurance & Testing
- Cross-Functional Collaboration
- Software Architecture Design
- Performance Optimization
- Requirements Analysis
- Interface Design
- Mentoring & Code Review

## TECHNICAL SKILLS

**Technical Proficiencies:** HTML, CSS, Sass, JavaScript, jQuery, Node.js, PHP, WordPress, Webflow, MySQL, Adobe Photoshop, Adobe Illustrator, Adobe Premier, Adobe After Effects, Apache, NGINX, Git, Perforce, Google Analytics, Google Tag Manager, Azure

## WORK EXPERIENCE

CENSO, LLC, AUSTIN, TX, REMOTE, MAY 2023 TO PRESENT

### SENIOR SOFTWARE ENGINEER

- Supervise the transformation of the corporate website, collaborating closely with visual designers and the chief brand strategist to craft compelling layouts that align with company branding and seamlessly integrate with ongoing marketing initiatives.
- Pilot the development and implementation of complex software solutions, demonstrating expertise in performance-focused development, including all front end interfaces.
- Assume responsibility for the design and execution of scalable and maintainable architectures, optimizing performance and reliability of mission-critical corporate web properties.
- Liaise with cross-functional teams and company leadership to gather requirements, define technical specifications, develop strategy, and deliver high-quality software products on time and within budget.
- Demonstrate strong communication and interpersonal skills, fostering positive relationships with team members, stakeholders, and clients to facilitate collaboration and project success.

### KEY ACHIEVEMENTS

- Transformed the front-end layout and site scripting to support the migration of the corporate website to the Webflow content management system, introducing intuitive interfaces that empower internal stakeholders to efficiently manage and update site content.

GEICO, CHEVY CHASE, MD, REMOTE, NOVEMBER 2012 TO DECEMBER 2023

### SENIOR SOFTWARE ENGINEER II

- Pioneered a redesign of the website's sales forms, resulting in a significant increase in key conversion metrics for high-traffic insurance product pages, effectively optimizing the user experience and driving customer engagement.
- Spearheaded the design and implementation of GEICO.com's site refresh, resulting in notable increases in user logins and successful transactions through the introduction of a tabbed homepage layout.
- Directed the successful implementation of the Quantum Metric analytics platform on GEICO.com, enhancing site monitoring capabilities and providing internal stakeholders with a custom dashboard for real-time insights into site speed and traffic patterns.

- Innovated and developed an interactive estimator tool to support the "GEICO Giveback" campaign during the COVID-19 pandemic, facilitating policyholders' understanding of potential refund credits and extending outreach through a Spanish language implementation.
- Provided mentorship and conducted code reviews for junior developers, fostering skill development and knowledge transfer while promoting best practices in coding and problem-solving techniques.
- Engineered geographically targeted messaging components to facilitate efficient communication with policyholders impacted by catastrophic weather events, ensuring seamless claims processing and customer support.
- Established and managed a WordPress-powered corporate blog, serving as a hub for marketing campaigns, insurance information, and company communications.
- Stayed abreast of emerging technologies and industry trends, evaluating their potential impact on existing systems and recommending innovative solutions to enhance performance and functionality.

#### KEY ACHIEVEMENTS

- Executed a thorough optimization initiative for the website's codebase, resulting in a 20% improvement in page load speed through strategic enhancements to page structure, site asset files, and content delivery network configuration.
- Orchestrated an award-winning redesign and visual rebrand of GEICO.com, establishing the company's first corporate style guide for web properties, ensuring a unified visual presentation across all customer-facing applications.
- Led the comprehensive analysis and refactoring of GEICO.com's codebase in response to a vendor audit, resolving over 2700 accessibility issues and achieving a 10% improvement in accessibility scoring, surpassing industry benchmarks.
- Devised and developed user interfaces and page layout templates while creating an internal CMS application, enabling associates to efficiently modify GEICO.com site content, with over 100,000 change records processed over a decade and a half.
- Directed front-end development efforts for responsive web interfaces and mobile application hybrid pages, overseeing over 70 sprints of production deployments until the application's sunset date.

#### PREVIOUS EXPERIENCE:

GEICO, CHEVY CHASE, MD, JUNE 2009 TO NOVEMBER 2012 | **SENIOR SOFTWARE ENGINEER**

GEICO, CHEVY CHASE, MD, JANUARY 2008 TO JUNE 2009 | **WEB DEVELOPER III**

GEICO, CHEVY CHASE, MD, JULY 2006 TO JANUARY 2008 | **WEB DEVELOPER II**

CRUIVIEW, LLC, BETHESDA, MD, JULY 2008 TO JANUARY 2009 | **CONSULTANT**

HYDRA HEAD RECORDS, LOS ANGELES, CA, REMOTE, OCTOBER 2006 TO DECEMBER 2009 | **WEB DEVELOPER**

MERCEDES-BENZ, MONTVALE, NJ, MAY 2005 TO AUGUST 2005 | **INTERN**

DALINA, INC., NASHUA, NH, AUGUST 2004 TO NOVEMBER 2004 | **WEB DEVELOPER**

#### AWARDS AND HONORS

- Insurance Standard of Excellence – GEICO.com – Web Marketing Association, 2020
- #1 Career Website (USA) – Potential Park, 2017
- #1 Mobile Career Website (USA) – Potential Park, 2017
- #1 Career Website (USA) – Potential Park, 2016
- Outstanding Website – GEICO.com – Web Marketing Association, 2016
- Best Insurance Website – GEICO.com – Web Marketing Association, 2015
- Outstanding Website – GEICO.com – Web Marketing Association, 2013
- Insurance Standard of Excellence – GEICO.com – Web Marketing Association, 2007
- Insurance Standard of Excellence – GEICO en Espanol – Web Marketing Association, 2007

#### EDUCATION

Bachelor of Science (B.Sc.) in Information Technology, 2006  
Rochester Institute of Technology, Rochester, NY  
Minor in Communication | GPA: 4.0

#### Certifications and Training

- Azure Fundamentals, Microsoft, 2022
- Engineer Certification, Quantum Metric, 2021
- Business Analyst Certification, Quantum Metric, 2021
- Fundamentals Certification, Quantum Metric, 2020