

Donald Perciful

UX Developer

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Summary

I've been in the industry over 15 years and worked for major companies like eBay and AltaVista. My expertise ranges from UX Development to UX Design. My passion has always been Front-End Engineering and Interaction Development/Design. You can check out my portfolio of work here: <http://www.donaldperciful.com/>

Experience

Lead UX Developer & Consultant at Institute for the Integration of Science, Intuition & Spirit - <http://donaldperciful.com/index2.html>

Present

- Developed site as an Adaptive Single Page Application (SPA) using AngularJS, Bootstrap 3 and WordPress REST APIs.

Lead UX Developer at Obviously.com - <http://www.obviously.com>

Present

- Implemented Bootstrap 3 framework.
- Implemented Masonry Plug-In for homepage
- Developed Front-End on a DJANGO Platform using PyCharm IDE
- Worked with GitHub version control systems with other back-end developers.

UX Design Engineer at Wells Fargo - Wholesale Services Group -

<http://www.wellsfargo.com>

September 2014 - (5 months)

- End-to-End IOS Mobile Design for Wells Fargo Wholesale Customers
- Design & Develop Wells Fargo Developer Hub
- Boss Mobile Application Prototype Development
- Explore Re-Design Possibilities for wells Fargo.com
- Developed UI for Filtering & Searching through Server Error Logs.

Senior Prototype Engineer at eBay Inc.

October 2004 - February 2014 (9 years 5 months)

Senior UI Design + Prototype Engineer

- Developing & Designing Responsive & Adaptive Prototypes using HTML5 & CSS3
- Developing with JQUERY Plugins
- Developing with eBay's RAPTOR Eclipse IDE
- Setup eBay Web Analytic & Google Analytics
- Solving Cross Device & Cross Browser Compatibility Issues
- Developed & Designed Prototype for eBay Teens
- Developed & Designed Prototype for eBay Smarter Home
- Developed & Designed eBay Green Driving Hub for the eBay Motors Team
- Developed & Designed Prototype for eBay's Instant Sale Trade-In Program. Product reached \$20 million in trade-in value, & net profit for eBay was \$2 million.

Senior Software Engineer

- Created Prototype for eBay's Daily Deal using PHP and eBay APIs.
- Created Prototype for eBay's Coupon Hub using eBox with eBay APIs.
- Created Prototype for eBay's Seller Rewards Program using eBox with eBay APIs.
- Managed Non-Road Map Schedule
- Maintaining US Homepage Content Changes
- Managed Project Hand-Off for In Country Developers on Java Content Editing.
- Improving Existing Processes to Improve Efficiency.
- Managing Bugs
- Solving Cross Browser Compatibility Issues
- Managed Daily Web Development Requests for eBay UK, eBay Ireland and eBay Spain.
- Managed XML/XSL Homepage development for UK, Spain and Ireland.
- Scheduled Weekly Meetings with Product Managers and Content Managers to help scope upcoming quarterly projects.
- Managed training classes to train Content Managers and Project Managers on how to use inner office tools within the company.

Company Education:

- Managing My Career
- Project Management
- XML/XSL Courses
- HTML5
- CSS3
- Java

- DJANGO
- Product Management
- Public Speaking Courses
- Single Page Applications with AngularJS

Web Developer at Teros Inc

October 2003 - October 2004 (1 year 1 month)

- Adjust UI for Better Flow of the Site.
- Update Website Content using HTML.
- Create Form Entries into Sales Force.com for Channel Sales.
- Update Flash Components on the Site.
- Prepare Professional PDF White Papers.
http://www.teros.com/knowledge_center/overview.shtml (registration required)
- Prepare Datasheets for Product Documentation.
http://www.teros.com/docs/Teros_Secure_Gateway_Complete.pdf
- Created Entire Intranet with Full Document Management Capabilities. Also allows marketing team to update on the fly without an HTML Programmer.
- Prepare PowerPoint Presentations for Marketing and Sales.
- Prepare Tradeshow Material such as Posters, Pens, Mugs etc.

Web Developer at Publicity Fox

March 2002 - October 2003 (1 year 8 months)

- List of Companies: Gamepipe, Nexthitz, Wireless Marinas, AIS Systems
- Services Include: Programming, Design, Animation and Website Marketing.

Web Developer at SVIE

January 2002 - March 2002 (3 months)

Duties Included:

- Created corporate website in less than a 1 week. Pride myself on efficiency to develop websites.
- Created Marketing Material such as Business Cards, Letterheads, Flyers, Brochures, Mugs, Pens, etc.
- Company Folded After CEO created unlawful moves to get clients.

Web Developer at Hosting.fm

July 2001 - November 2001 (5 months)

- Received 2 More Contracts from Hosting FM.
- Developed 2 Corporate Websites for Local Uniform Shop and Local Vacation Rental Company.
- Site Included, Design and Layout, Coding of HTML and Forms, plus Flash Animations.

Web Developer at Techsar, Inc

March 2001 - June 2001 (4 months)

- 3 month Contract.
- Developed Corporate Intranet.
- Developed Interface for Software Product.
- Developed DHTML Menus for frames for the Software Product.
- Created rollovers and drop down menus for Corporate Website.

Web Developer at Outpurchase

October 2000 - February 2001 (5 months)

- Developed a new website for this company using HTML, JavaScript, DHTML, and JSP.
- Took existing site and implemented a new design.
- Created HTML templates from Photoshop mockups which were then used for building out the site.
- Took existing JSP Functions and implemented them into new HTML templates.
- Used style sheets to keep design elements consistent throughout site.
- Created the top navigation, including the JavaScript rollovers and graphics, that is used on every page of the site.
- Used JavaScript and DHTML to create dynamic menus throughout the site.

Web Developer at Web Partner Inc.

August 2000 - October 2000 (3 months)

- Developed the new website for this company using HTML, JavaScript, DHTML, and some ASP.
- Designed much of the graphics for the site using Adobe Photoshop and Image Ready.
- Created HTML templates from Photoshop mockups which were then used for building out the site.
- Created DHTML pop-up definitions
- Used style sheet to keep design elements consistent throughout site.
- Created the top navigation, including the JavaScript rollovers and graphics, that is used on every page of the site.
- Used JavaScript and DHTML to create a calculator application.

Web Developer at Hosting.fm

May 2000 - July 2000 (3 months)

- 3 Month Contract developing a professional website for a hosting company in the Bay Area.
- Redesign and Implementation.

Web Developer at Radio Broadcast Networks

January 2000 - April 2000 (4 months)

- Updated HTML, Indexing Pages, and Creating Mass Search Engine of Radio Stations from Around the World.
- Hard Coding HTML Templates.

Junior Web Developer at AltaVista

October 1998 - December 1999 (1 year 3 months)

- Managed Graphic Designers and HTML Producers.
- Teaching Product Marketers software such as word, PowerPoint, Photoshop, etc.
- Designed pages throughout AltaVista/Zip2 companies.
- Created Marcom Print Material for Tradeshow.
- Created Advertisements.
- Created Sales Intranet.
- Created Online Sales Presentations for VP's.
- Created Marketing Intranet.
- Created Marketing Presentations.

Skills & Expertise

- Responsive Design Adaptive Design
- Rapid Prototyping Interaction Design
- Mobile Interaction Design CSS
- User Experience
- JavaScript
- AngularJS
- Photoshop
- Illustrator
- PowerPoint
- Keynote
- DJANGO
- PYTHON
- Integrated Development Environments
- Version Control Git, Clearcase, Mercurial
- HTML5
- PHP
- Web Applications
- Content Management Systems
- Flash
- User Interface Design & Development
- HTML
- CSS3
- SASS

- LESS

Patents

SYSTEM AND METHOD FOR UTILIZING STUDENT ACCOUNTS

United States Patent Application P1303US1

Inventors: Donald Perciful, Gaurav Rekhi, Scott Shipman

A system and method for creating an account for a minor in a networked environment is provided. In example embodiments, instructions to establish the account for a minor from a verified adult that is verified as an adult based on financial information associated with an adult account established for the verified adult is received. The account for the minor that is linked to the adult account of the verified adult is created. A secondary payment account is linked to the account of the minor. The secondary payment account is a payment account established for the minor that is financially linked to an adult payment account of the verified adult.

SYSTEMS AND METHODS TO DETERMINE ITEM DISPOSAL OPTIONS

United States Patent 20120054113 Issued March 1, 2012

Inventors: Donald Perciful, Praveen Jayaraman, Shailesh Shilwant, Dwayne Anderson

A method and system to determine disposal options for identified items are discussed. For example, a method can include identifying an item for disposal, determining a disposal option, and presenting the disposal option to a user. The determining a disposal option can include calculating an average selling price and a current demand for the item within a selected sales channel.

Projects

eBay Green Driving Center

March 2012 to Present

Members: Donald Perciful, Tim Keefer, Eric Weiss, Siddharth Sanghvi, Suchitra R.

A site experience tailor to sustainable driving options. Find a large selection of smart cars, green cars, fuel efficient cars, and more green driving options.

<http://green.ebay.com/green-driving>

Education

West Valley College

1997 - 2000

Recommendations

"I run a small innovations group at eBay and Donald played a key role in all the projects. He has two very strong skills sets that few have in the industry...he is a good designer and a great front end engineer. His design thinking and responsive design structures (device agnostics - mobile, tablet, PC) are very forward looking and cross-browser compatible. He is a very good team

player, fun to work with, avid user of the products he builds, pushes himself to think differently and good at multi-tasking. He is not afraid to take risks and thinks outside the box when needed. I would hire him in a heart beat if got an opportunity. He is excellent at "being the customer" and willing to stand up for what he believes in. Feedback about Donald from one his colleagues: "I am actually quite impressed and very pleased with the amount of things Donald brings to the team. He throws down suggestions, shows passion for the company and industry, loves electronics, enjoys getting away to relax, does Front-end coding, does graphical design and helps with user experience / wire-framing work. He also is always there to help answer any questions the dev team has for him and is just a good ole American guy."

— **Gaurav Rekhi**, *Head of Product Management, Social Innovations, eBay*, managed Donald at eBay Inc.

"I worked with Donald for 2 1/2 years when he was Web Developer for eBay.ie. Donald was always a pleasure to work with - he is an extremely hardworking professional who is able to get things done quickly while still retaining an eye for detail. He has a wealth of experience to draw on with over 8 years experience of web development, and I found that he often provided us with useful input and suggestions on some of our more complex projects. I would not hesitate to work with Donald again."

— **Rachel Murphy**, *Head of Marketing, eBay Ireland*, managed Donald indirectly at eBay Inc.

"Donald was the dedicated front-end developer on a couple of eBay UK homepage redesigns I worked on. Always helpful and accomodating and ready to 'Skype' about any details. Great to work with."

— **Jesper Garde**, *Senior Designer, eBay*, worked directly with Donald at eBay Inc.

"I worked with Donald during my time at eBay.co.uk. He consistently delivered high quality work in a timely manner and was always available for ad hoc support and last minute bug fixes and changes. His friendly attitude made working with him a pleasure."

— **Catrine Rhenberg**, *Marketing Executive, eBay UK*, worked with Donald at eBay Inc.

"Donald and I worked on eBay homepages development where we were re-architecting the back-end technology behind the homepage. Donald quickly grasped the details of the project/technology and contributed significantly to the project. He is not only hard working and responsible but also fun to work with."

— **Erhan Erdem**, *Senior Software Engineer, eBay*, worked with Donald at eBay Inc.

"I have always been impressed with Donald's willingness to help out at very short notice on complex projects that have required his input. Highly recommended"

— **Giles Cookson**, *Product Manager, eBay UK*, worked with Donald at eBay Inc.

"Donald and I worked together when he was supporting web development for eBay.co.uk. In what could have been a simple service role, I found that he consistently added additional value

beyond the basic brief. He helped us innovate and added a much need technical perspective, he's also great fun to work with."

— **Tom Valentine**, *Marketing Manager, eBay*, worked directly with Donald at eBay Inc.

"I had the pleasure of working with Donald while at eBay. Donald is astounding in his ability to get things finished within a short timespan while still retaining his good sense of humour. He is always willing to help and to go that extra mile. His work is always impeccable and I would highly recommend Donald for any future position as a great person to work with."

— **Suzanne Daly**, *Direct & Onsite Marketing Exec, eBay.ie*, worked directly with Donald at eBay Inc.

"Donald provided webdev support for the UK business for several years, and was a pleasure to work with - always available on IM, willing to help if you had a problem, and ready to flex his working day to fit with the time difference."

— **Tom Butler**, *Manager, Motors, eBay UK Ltd.*, worked with Donald at eBay Inc.