

*Lise LaTorre*  
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## Profile

Presentation layer architect, with a focus on establishing modular, componentized, clean, efficient, browser-friendly, device-friendly, presentation layer code (LESS/SASS and HTML) that scales elegantly as the product and company grows. Ability to recognize where process goes awry in the visual design -> code development process and to establish new routines to ensure a code base that is cross-browser, responsive, reusable, extensible and suitable for rapid expansion in a complex environment and across products.

My primary focus is on hand-coded SASS/LESS/CSS in complex applications. Supplementary skills include JS, angularJS, Angular, jQuery, RoR, JSP and PHP.

Great organizational skills, with attention to minute detail, meeting deadlines and accurately estimating project size and effort.

Completion of Scrum Master training and application of agile principles to UI development.

Mentorship of full-stack engineers while working in the presentation layer.

**Specialties:** SCSS/LESS, CSS/HTML architecture, accessibility, SEO, establishing best practices for design implementation, design patterns, page performance, Agile methodologies for UI projects

## Employment History

### Lead Engineer - UI at Castlight Health

March 2013 to present

As a lead engineer at Castlight, I focus on turning large, complex applications into component-based systems based on reusable, scalable, and responsive design patterns that promote rapid growth while maintaining code quality and an optimal user experience across browsers and devices.

Recent projects include laying down the UI architecture for an embedded Angular experience for a collaboration with Anthem, and kicking off a large scale project to do the same in Angular2 for our primary browser based application.

<b>Skills employed:</b>	Feature and design implementation using CSS/LESS/SCSS, HTML, JS, jQuery, RoR, AngularJS, Angular 2, Bootstrap.
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	<p>Strategize and implement a component-based architecture that is built to expand in a rapidly growing set of applications with a rapidly growing team.</p> <p>Work independently and in collaboration with multiple scrum teams in an Agile environment, both within engineering and across departments.</p> <p>Collaboration with the design team to identify design patterns and translate them into a mixin library.</p>
<p><b>Recent projects:</b></p>	<p>Currently working with a small team to strategize and kick off a new project to rebuild our primary application in Angular 2, using a component-based architecture with BEM naming conventions and SASS mixins based on identified design patterns.</p> <p>Established the component-based architecture for a new Angular application in partnership with Anthem, using BEM naming conventions, LESS and design patterns.</p> <p>Helped build the HTML/CSS foundation for a new application for benefit leaders, using Angular, Bootstrap and LESS.</p> <p>Created and coordinated a process to identify design patterns and apply them to the creation of reusable blocks of code meant to allow for clean growth of the code base.</p>

**Freelance UI Engineer/Front End Web Developer**

June 2008 to present

Clean, efficient, browser-friendly, hand-coded CSS and JavaScript in PHP, Ruby or JSP-based environments. Integration of jQuery-based tools, blog customization and HTML email

<p><b>Skills employed:</b></p>	<p>Full web site production from PSD to FTP, including graphic optimization, hand coded HTML, CSS and JavaScript.</p> <p>Experienced working in complex commercial applications based in JSP, RoR and PHP.</p> <p>Interaction design and strategy.</p> <p>Integration and customization of jQuery-based tools.</p>
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	<p>Custom templates and integration into WordPress and other third-party systems.</p> <p>Design direction and collaboration.</p> <p>Work independently and/or team collaborations in both Agile and Waterfall work styles.</p> <p>HTML email.</p>
<b>Recent projects:</b>	<p>Sephora.com redesign and rebuild</p> <p>HTML emails for Belardi Ostroy</p> <p>HTML emails for Stella &amp; Dot</p> <p>www.gamesradar.com restructure project.</p> <p>Integrating jQuery-based tools for AB SCIEX (<a href="http://www.absciex.com/mk/get/AB_SCIEX_5600">http://www.absciex.com/mk/get/AB_SCIEX_5600</a>)</p> <p>www.lifebalanceinstitute.com.</p> <p>www.dharmawisdom.com</p> <p>www.SFUNITY.org.</p> <p>Smart.fm reskin (CSS3, HTML5, jQuery).</p> <p>Addicting Games social networking features and site wrapper.</p> <p>www.businessbreakthroughtechnology.com.</p> <p>Multiple sites and widgets for UCSF.</p> <p>HTML emails for SurveyMonkey (direct client) and Apple (sub sub subcontract).</p> <p>www.redegggallery.com.</p> <p>Templates for Drupal-based site (<a href="http://www.latorre.com/StopAIDS">www.latorre.com/StopAIDS</a>),</p>

**Front End Lead Developer at Limos.com**

March 2011 to February 2013

CSS, JS and RoR for high-volume ecommerce site with responsibility for front end code among a small team of full-stack developers

<b>Skills employed:</b>	<p>Feature and design implementation using CSS, HTML, JS, jQuery, JQTools, RoR.</p> <p>Integration and customization of jQuery-based tools.</p> <p>SEO in the post-PANDA and PENGUIN era.</p> <p>Worked independently and collaborated in an effective Agile environment.</p> <p>HTML email.</p> <p>Social media strategy.</p> <p>Customization of the company Facebook page.</p>
<b>Recent projects:</b>	<p>Successfully led a front end redesign and clean up project by:</p> <ul style="list-style-type: none"><li>- hiring, supporting and coordinating quality support contractors</li><li>- coordinating and troubleshooting with product management, design and QA</li><li>- establishing a new CSS/HTML code base taking advantage of LESS compression, a grid system and supporting a progressive enhancement approach to browser support, and</li><li>- hitting a deadline that moved up by 10 days and included a scope creep of a dozen pages.</li><li>- developing nested layouts in the Ruby code to allow for quick and clean updating and deployment of related pages</li></ul> <p>Created browser support and code quality standards and trained staff in the means to achieve them</p> <p>Transitioned the JS code base on entry pages away from a cluster of plugins and JQuery UI towards the use of a consolidated, cleaner library (JQTools)</p> <p>Advocated for the implementation of a development process that allows for clearer specs and goals by the time the project reaches the technological team</p> <p>Cleaned up the existing CSS/HTML code base significantly, writing CSS, HTML and JS that is reusable, extensible and standards compliant. Code reviewed peer front end code to achieve the same.</p>

Developed user interface for internal and public facing sites in a Java-based environment

<b>Skills employed:</b>	<p>CSS, HTML, JS, JSP, JSTL.</p> <p>Spatial layout and interaction design of data-heavy content.</p> <p>Participation in Agile Development process .</p> <p>Provided the full front end code (CSS, HTML, JS) for a new web site for the launch of iShares in Australia.</p>
<b>Work sample:</b>	<p>www.ishares.com.au</p>

**InMotionMedia, Inc**

August 2000 to December 2007

Sole owner of successful web site development company with a focus on nonprofit organizations and socially-oriented small businesses.

<b>Skills employed:</b>	<p>Full web site production from PSD to FTP, including graphic optimization, hand coded HTML, CSS, DHTML, JavaScript, PHP, MySQL and Flash animation.</p> <p>Information architecture and usability consultation and collaboration with clients to develop a site uniquely suited to their individual organization.</p> <p>Design direction and collaboration. Design and creation of HTML newsletters.</p> <p>One-on-one HTML and site update training with non-technical staff members of client organizations.</p> <p>Creation of database-driven functions such as members-only content, privacy-protected data collection, a grant application and evaluation system and online event registration.</p> <p>Integration of streaming media and third-party software such as site search, weblogs, wiki, ecommerce and a community forum.</p> <p>508c compliance consultation and implementation.</p> <p>HTML newsletter templates.</p>
<b>Work samples:</b>	<p>See portfolio (sadly out of date) at <a href="http://www.inmotionmedia.net/what.html">www.inmotionmedia.net/what.html</a></p>

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