Rob McKinney

Web Developer

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South Philadelphia based web developer with corporate, freelance and agency experience with a passion for quality code bases and sharp visual design.

Summary

Hi! My name is Rob and I am a web developer residing in South Philly with over 15 years of development experience. I have an extensive background working with digital marketing for software (**OnSolve**), Media (**Viacom**), and in the world of professional associations (**Aptify, Vanguard**). I have built many sites from the initial wireframe stage all the way through to launch, leveraging my skills in HTML5, CSS, JavaScript, PHP, UX design, UI development, site architecting and business analytics. Although I have more than a decade of corporate, agency and freelance experience, I frequently take part in opportunities to stay current and refine my skill set, most recently with classes at the Community College of Philadelphia.

Experience

Merge Conflict, Web Developer
New York, NYC, Remote - March 2025 - Current

Merge Conflict is a web development agency based out of NYC. I joined up to work on contracts as a web developer. The projects ranged from React component development to full stack Wordpress development, to integrating marketing tools such as the Google suite, Meta advertising and other tools.

Accomplishments
- Worked with clients to help clean up their NextJS based site, which was in a disastrous state, by restructuring and rebuilding much of the codebase using GitHub, Vercel, React, Typescript, and the Google marketing suite
- Setup implementations of Google advertising and analytics, as well as PostHog to track user behavior
- Redesigned, developed, and launched landing pages with guidance from demand generation and marketing teams
- Partnered closely with design teams to elevate the brand book and User Experience, as well as with marketers and ad/sales teams to achieve their desired outcomes with their web properties, measured with Google analytics

OnSolve, Senior Web Developer
Atlanta, GA, Remote – August 2020 - September 2024

I was brought on to the OnSolve marketing team as a web developer in 2020 to lead a full redesign, rebrand and rebuild of multiple brand websites. I helped to streamline website processes for the marketing operations and content teams with training and user experience improvements on the CMS side. Additionally, committed to and executed a roadmap that included many new features and page speed optimization.

Accomplishments
- Lead the redesign project that included separate content and design teams and an outside agency heading up the bulk of the development
- Established a process and workflow of continuous integration and delivery to constantly improve our web presence
- Eventually merged all OnSolve brands under one domain, while preserving each brand's identity
- Streamlined our deployment pipeline utilizing Git for version control and Pantheon for hosting
- Established a strong working relationship with the design team to elevate UX/UI, desktop and mobile design, & wireframing in Sketch and AdobeCC
- Introduced page speed improvements
- Utilized PHP, JavaScript, HTML, S/CSS and ACF with Wordpress to implement an updated content library with filtering and scoring

Viacom - Catalyst, Creative Strategy, Senior Developer
New York, NY – May 2016 - January 2020

At Viacom, I worked within the Catalyst department which served as an internal creative agency for the channel brands and various departments underneath the Viacom umbrella. While there, I scoped, project managed, and executed projects from designing and building new websites to leading third party agencies to develop apps for internal use.

Accomplishments
- Designed and developed many websites for multiple Viacom brands from the ground up including wireframing, UX design, information architecture
- Implemented a new hosting workflow that included AW and WP Engine
- Project managed an external agency on a months long project to develop an internal social media application to be used by the entire 10k+ employees internationally at Viacom
- Introduced new processes for quality assurance and site maintenance
- Managed internal products including websites, lobby screens, and other internal tools to maintain relevance of content
- Developed interactive digital experiences and evaluated vendor technologies for use
- Created and presented decks for departmental and client meetings up to the SVP level
- Interviewed and onboarded new team members and provided leadership for interns and freelance developers

Aptify, Technical Analyst
Chicago, IL – November 2012 - May 2016

As a Technical Analyst with Aptify, I worked with the consultant team in a client facing role both before and after their initial implementation of the Aptify SaaS offering. I helped to introduce an emphasis on user interface and front end design on the web app portion of the software. I also worked with the marketing team to help maintain and keep the brand's online presence relevant.

Accomplishments
- Constructed wireframes from technical documents for client presentation
- Trained clients on CMS as well as eCommerce web control suite
- Worked with R&D to update web controls to be responsive and HTML5 compliant
- Spent time with marketing team to redesign and manage content for several internal, responsive websites
- Help to develop controls that were eventually added as stock functionality using ASP.NET VB
- Worked on projects with teams and clients all over North America, Australia, and India

Vanguard Technology Corporation, Lead Client Service Technician
Chicago, IL – August 2011 - November 2012

Vanguard Technology Company served as an creative agency for organizations within the professional association sector. Here, I honed my skills in front end development and UX design with an emphasis on responsive behaviors. We focused on site redesigns and content migration and information architecture.

Accomplishments
- Developed and implemented Master pages from PSD to the web in Sitefinity with HTML, CSS, & JavaScript
- Coordinated with developers to deploy a toolbox of .NET based widgets
- Hosted training sessions for clients and new employees
- Worked with teams, clients and project managers to get custom development launched
- Conducted business analytics and discovery for the company, especially with mobile design which was not previously offered
- Content migration and taxonomy, requirements gathering, information architecture and quality assurance

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Education & Certifications

Middle Tennessee State University
BS in Recording Industry Management - Production & Technology
Murfreesboro, TN – August 2004 - May 2008

General Assembly Certifications
React JS Development - March 2019
User Experience Design – October 2016
JavaScript Development – April 2016

Amazon Courses
Architecting on AWS – July 2019
AWSome Day – April 2019

Professional References

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