

Phillip A. Swickard

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🎯 OBJECTIVE:

A dedicated leader with over 14 years of experience offering a rare combination of technology, innovation and creativity that champions highly effective teams to deliver world-class, engaging web experiences while consistently exceeding expectations.

To fulfill a strategic leadership role that compels creative problem solving, technical innovation, and team collaboration in order to seize ownership and drive significant impact on the achievements of a progressive company while inspiring professional and personal growth for myself and others.

★ CAPABILITIES:

Team management/mentorship, technical direction, client relations, system/process improvement, Agile/Scrum methodologies (CSM), technical/requirements gathering, technical/business writing, time estimation, resource allocation, budgeting, project management, user experience, creative/art direction, responsive design.

📁 PROFICIENCIES:

Development

Web design/development (HTML5, CSS3, and JavaScript), front-end frameworks/libraries (jQuery, Bootstrap, Handlebars, Angular, React), hybrid mobile development (PhoneGap/Cordova), cloud/back-end/databases (AWS, Node.js, MySQL), content management systems (Sitecore, WordPress, Drupal), RESTful web services, web analytics (Google Analytics, Webtrends), version control systems (Git, SVN).

Design/UX

Wireframing, interactive prototyping, InVision, Axure, Adobe Creative Cloud.

🕒 EXPERIENCE:

Specialist IS Bus Sys Analyst - Web Platform Lead Amgen, Inc.

Mar '17- Present
Thousand Oaks, CA

- Owner and lead architect for national, cross business unit web services, process improvement and strategy management including website production, web portfolio tracking, Sitecore CMS platform, and web analytics.
- Single POC for US web processes, technical vendor vetting and on-boarding, and web domain knowledge and strategy.
- Continuous alignment with global web partners as a majority stakeholder to improve web strategy for other regions and implement best practices globally.
- Architect and governance lead for migration of 180 international websites from on-premise to AWS cloud.
- Independently and continuously research and sustain domain expertise on current web trends, strategies, and technologies effectively helping move Amgen's web presence forward.
- Management, mentorship, and process implementation and improvement for website production project managers.
- Develop documentation and training around processes, newly implemented technologies, and strategies.

Mgr, Art (Technology and Innovation) Anthem, Inc.

Jun '13- Mar '17
Thousand Oaks, CA

- Manager and team lead for digital initiatives driving projects to successful outcomes from discovery to delivery while nurturing stakeholder relationships.
- Owned, defined, prioritized, directed, and delivered best-in-class, mobile first digital marketing collateral (responsive websites, mobile apps, responsive emails, digital videos, etc.) ensuring quality, timeliness, and brand consistency.
- Management, resource allocation, and mentorship of a multifaceted, nationally distributed (remote) team including art directors, UX/digital designers, developers, project managers and writers.
- Hands-on development and presentation of wireframes, prototypes and final web/mobile applications.

- Research, experimentation, testing, implementation and promotion of new technology, processes, and procedures to enhance team quality and productivity.
- Liaison for marketing business unit clients, internal creative resources, and technical partners.
- Point of contact for escalation and resolution during project lifecycles related to technology.
- Product ownership and architecture oversight over reusable, skinnable, component-based responsive design system to streamline production of HTML emails by approximately 60%.

Multimedia Designer Sr

Anthem, Inc.

Apr '12- Jun '13
Woodland Hills, CA

- Mentored peer and junior designers by facilitating and promoting continuous education for web standards and best practices in order to improve technical, design and UX skills.
- Led front-end web design/development and UX progression for digital marketing initiatives.
- Designed and developed digital/interactive products for web and mobile platforms.
- Designed and developed responsive HTML emails for various brand campaigns using Salesforce Marketing Cloud.
- Produced, designed, animated and edited digital videos.

Software Engineer

M-GO/Technicolor, Inc. (FandangoNOW)

Jan '10- Apr '12
Burbank, CA

- Created core applications to be featured on mobile devices based on product specifications.
- Developed reusable AS3 architecture for cross platform streaming video service.
- Interacted with RESTful web services to attain and display personalized dynamic data.
- Collaborated with product owners, UX designers, and QA in a startup, Agile environment.

Flash Developer

Facecake Marketing Technologies

Jul '08- Dec '09
West Hills, CA

- Provided Flash programming, animation, UX, and design on multiple web projects and microsities.
- Integrated Flash GUI's with back-end databases providing dynamic data to users.
- Implemented core class libraries and best practices to be used on current and future projects.
- Collaborated with designers and product owners to build ideal user experiences on applications.

Multimedia Developer/Graphic Design Specialist

Countrywide Home Loans (Bank of America)

Oct '05- Jul '08
Simi Valley, CA

- Produced multimedia content for use in senior executive presentations and company wide training and communication from executive management.
- Produced, directed, photographed, designed, animated and edited video and graphic design content to be used throughout employee population.
- Designed charts, graphs, infographics, posters, fliers, etc. with Adobe Creative Suite for executive presentations and promotions to visualize and clarify complicated materials.
- Architected and built a custom Flash video player for employees to view all multimedia content via company intranet (using Actionscript 2.0 and XML) in a central location.
- Updated resource libraries, training materials, stock photo/music/video accounts regularly.

Advertising Coordinator/Graphic Designer

Prudential California Realty (Berkshire Hathaway)

- Designed posters, fliers, ads, etc. for real estate agents as marketing and sales materials.
- Updated weekly ad layouts for local newspapers with up-to-date content.
- Maintained web content for real estate agents' listings.

Aug '04- Oct '05
Thousand Oaks, CA



EDUCATION:

Pepperdine University

B.A. in Telecommunications (production emphasis)

Minor in Multimedia Design

Aug '00-May '04
Malibu, CA



CONTACT:

Portfolio

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