

Richard Clifford

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Summary

Front-end UI developer with senior-level experience developing for web, email, and interactive display ads. Experience also includes web accessibility (WCAG) as well as design systems and user experience (UX).

Work Experience

Software Engineer - Marketing, DICK'S Sporting Goods September 2024 - Present

- Developed templates, components, and UI dialogs for Adobe Experience Manager (AEM) using CI/CD pipelines, enabling faster content publishing and consistent branding across marketing brands.
- Redeveloped email templates, reducing code weight by 22% and improving accessibility.
- Led development of animated HTML5 display banners, creating interactive ads that increased click-through rates.
- Collaborated with stakeholders to build pixel-perfect front-end experiences for web, email, and display.

Creative Developer, DICK'S Sporting Goods November 2020 - September 2024

- Led the migration of marketing emails into Adobe Experience Manager (AEM), setting up the necessary templates and workflows, which reduced production times and created consistent UI across brands.
- Led development for DAM documentation site, delivering a centralized knowledge base for creative teams.
- Developed and maintained email templates and components, ensuring consistency and functionality.

Associate Creative Developer, DICK'S Sporting Goods October 2019 - November 2020

- Developed trigger email templates, enhancing user experience and increasing engagement.
- Hosted cross-team training sessions on development best practices, improving production standards.
- Ensured digital marketing content met WCAG 2.0+ accessibility standards.

Email Marketing Developer, DICK'S Sporting Goods June 2018 - October 2019

- Developed email templates to live-text templates, increasing web accessibility.
- Ensured compatibility by testing templates with Litmus, resulting in consistent rendering across all email clients.

Front-End Developer, Tag May 2016 - May 2018

- Developed emails and animated HTML5 display ads.
- Lead developer for all Levi's and Dockers email campaigns.
- Clients included: Levi's, Dockers, Hilton, Cartier, Piaget, Elizabeth Arden, TIAA.

Skills

Programming Languages: HTML, CSS, SCSS, JavaScript, TypeScript

Frameworks & Libraries: React.js, React Native, Angular, Greensock (GSAP), Tailwind CSS, Bootstrap

Unit Testing: Jest, React Testing Library

Platforms/Tools: Git, GitHub, Adobe Experience Manager, JIRA, Confluence, Litmus

Creative: Figma, Photoshop, Illustrator, Design Systems, Responsive Design

Education

West Liberty University

Bachelor of Science, Graphic Design (2010-2014)