Paul C Crescini

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WORK EXPERIENCE

Cart.com, Inc.   **Aug 2021 – Jan 2023**

Front End Developer – Implementation Specialist

Houston, TX

- Developed and deployed 12 ecommerce websites on the Cart Storefront ecommerce platform, utilizing HTML, CSS, and JavaScript to create seamless online shopping experiences.
- Collaborated with the creative team to transform complex designs into customizable themes and web pages, effectively boosting brand's conversion rates by up to 26%.
- Advised the Storefront product team on customer pain points and contributed to conceptualizing solutions for future product enhancements.
- Partnered with the Delivery team to optimize the client onboarding process, improving the accuracy of project timeline estimates with a reduced margin of error of 5%.

Invesco   **Apr 2005 – Oct 2020**

Various Developer and Specialist Roles

Houston, TX

UX Developer   *Dec 2016 – Oct 2020*

- Utilized Agile Scrum principles to drive a 15% decrease in redemption rates for key investment vehicles through the development, testing, and deployment of customized digital experiences.
- Implemented a comprehensive redesign of the US product center, achieving a 25% improvement in page performance and elevating overall user experience based on net promoter and customer satisfaction scores.
- Developed and standardized CMS page templates and components using HTML, CSS, and JavaScript, reducing web implementation times by 50% and enabling faster speed to market.

Senior e-Support Specialist   *Feb 2015 – Dec 2016*

- Generated cost savings exceeding $115K by conducting an in-depth competitive analysis on sales enablement platforms, identifying strategic opportunities for optimization and efficiency.
- Spearheaded the development of responsive email marketing templates and helped integrate marketing automation tools, resulting in a 50% increase in email campaign productivity.

e-Support Specialist   *Aug 2011 – Feb 2015*

- Championed the documentation and testing process for web page creation, ensuring consistency, accuracy, and functionality across diverse development teams.

- Utilized comprehensive UX research, data, and insights to drive a transformative optimization and redesign of the US Transfer Agency intranet portal, resulting in an intuitive and user-centric experience.

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** Certified Scrum Product Owner – Scrum Alliance
- **Skills:** HTML, CSS, JavaScript, React, Sass/Less, Bootstrap, Foundation, Git, Responsive Web Design, Agile/Scrum, Adobe Creative Cloud, SEO, Google Analytics, Google Search Console, Cart Storefront, Magnolia CMS, WordPress
- **Interests:** public speaking, photography, food blogging