

Scott Elfstrom

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I'm a journeyman developer with a desire to get things done right, even if I have to do them wrong a few times to get there. I'm always trying to learn something new and elevate the user experience with standards-based, efficient code. I mentally straddle the line between development and user experience design. I love to work on teams that teach me as much as I contribute.

EXPERIENCE

Front-End Developer, hawkeye, Dallas, TX

July 2009–Present

Assigned full time on-site at American Airlines headquarters working on aa.com. Spent 4+ years doing my best to push this legacy site's front-end architecture into modernity, championing web standards and fighting for an improved customer experience along the way. I'm helping establish front-end development as a valid discipline in the organization. Instrumental in both growing the UX group internally at American as well as evangelizing progressive enhancement techniques. Lead FED on the new aa.com brand launch in 2013, and I'm helping to establish the framework for the future.

Web Developer/Designer, BWC Creative, Richardson, TX

September 2007–May 2009

Web specialist in a nest of design gurus. Responsible for turning innovative ideas and designs into functional sites. Shifted constantly from design to coding to business development and back again. A multidisciplinary environment let me dip my toes into print and exhibit design.

Web Developer/Jack of All Trades, Millet Group Inc, Dallas, TX

September 2003–September 2007

Responsibilities ran the gamut of web development and design. Design concepts: check. Server administration: check. Server-side programming, front-end architecture, and customer support: check. Emphasis on small business e-commerce and data-driven custom web applications for specialized industries. Occasional print design and production.

Web Developer, Aquent, Dallas, TX

August 1999–Summer 2003

Itinerant developer; have HTML, will travel. Short stints at various clients all over the Dallas metroplex, including Ericsson, TribalDDB, Targetbase, and Quicksilver Interactive. Ground out the early days of the web standards revolution and honed my skills on a variety of projects from HTML emails to intranets to one-off micro sites for corporate events.

Graphic Designer, Ocean Drilling Program at Texas A&M, College Station, TX

June 1998–May 1999

Collaborated with a group of illustrators tasked with formatting scientific figures for inclusion in an all-electronic scientific journal, delivered exclusively via world wide web and CD-ROM in PDF format.

EDUCATION

The University of Texas at Dallas, Richardson, TX; Bachelor of Arts in Art and Performance, Class of 1997

RELEVANT SKILLS

Front-End Development

Fluent in HTML and CSS. Fully immersed in learning Sass/Compass. Conversational in JavaScript, with a jQuery accent.

Back-End Development

Comfortable with LAMP environment. I work daily in a tomcat-served Java/Struts/Tiles/JSP application stack, with a build managed by gradle. Experienced in PHP CMS implementation using Expression Engine and Statamic.

Software

Adobe Creative Suite, SublimeText, Microsoft Office, Eclipse/STS, UNIX command line. I use AccuRev for source control at the office, but I use Git for personal projects. Always looking for the right tool for the job at hand.