

# Derval Fairweather

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## SUMMARY

A performance-driven and highly skilled senior operations and information technology manager with an extensive background in application and web development and implementation, project management, quality assurance, and graphic design. Leverages technical experience, team management skills, and an understanding of user experience to maximize website performance, optimize code, and supervise smooth implementation of site-wide redesigns and promotion. A proven leader who continuously cultivates, executes, and fortifies functional and high-performing platforms that elevate brands to ensure long-range success.

## EXPERIENCE

Healthfirst  
**Full Stack Developer**                      New York, New York  
2014 - 2023

- Ensured full 508 ADA compliance across full offering of Healthfirst websites to meet demands of members with disabilities.
- Collaborated with both marketing and external departments to enhance member and prospect education components of the company website.
- Helped support clinical quality and STARS-related measures as well as customer and brand experience.
- Troubleshoot issues affecting production, stage, and development environments as requested.
- Identified bugs and problems solved to maximize performance, scaling, usability, and quality on all websites.
- Designed and implemented highly engaging, responsive websites.
- Managed multiple projects at once to completion (strategy, implementation, QA, deployment, and maintenance).
- Directed work queue for development team.
- Incorporated new front-end web technologies and continuously changing technology to suit business needs.
- Developed, implemented and documented SOP's within the tech department.
- Mentored junior/intern level team members on standard development technologies, tools, and processes.
- Optimized and benchmarked code for performance and memory.
- Collaborated closely with developers, engineers, testers, UX and product managers.

Creative Circle Consultant    New York, New York  
**Web Developer**                    2013 - 2014

- Assisted iPhone Objective-C based applications development.
- Contributed to iPhone HTML/JavaScript based applications development.
- Designed, developed and implemented new web interfaces, graphics and layouts.
- Provided quality assurance of all web design projects, including web usability, accessibility, testing and debugging.
- Advised clients on effective marketing techniques to increase website traffic.
- Conducted Search engine optimization including keyword research / selection and meta tagging.

## ADDITIONAL EXPERIENCE

CBS TELEVISION DISTRIBUTION, New York, New York, **Webmaster**, 2009 - 2013.  
Administered hosting migration resulting in system-wide upgrades at 25% base reduction in yearly costs with additional, hourly maintenance savings, maximizing reliability and accountability by modernizing security, hardware metrics, virtualization, database management and version control. Managed all web vendors: set goals, assign responsibilities and determine compensation based on performance. Developed branded social network's community features, brand integrations, FCC-audited sweepstakes, user-generated content, opt-in email campaigns and administration tools, bringing community sustained consistent growth from 250K members to 1.7M.

MTV, New York, New York, **Web Developer**, 2010 - 2011. Implemented full redesign of company sponsored microsites focusing on user experience improvements, usability heuristics, search engine optimization (SEO) and marketing (SEM). Performed research for export licenses concerning products, services and restricted entities. Developed graphic design and artwork, including original image creation and licensed editing.

SOFTFORCE, San Diego, California, **Mobile Application Developer**, 2008 - 2010. Designed graphics and Cocoa interface. Created objective C language based scripting.

## EDUCATION

New York Institute of Technology, Old Westbury, New York  
**B.S., Graphic Design, Fine Arts, English**

## TECHNICAL SKILLS

MAMP | JQuery | JavaScript | Subversion | TextWrangler | Coda | Django | WordPress | Craft |  
GitHub | Gitlab