

# Stephen Hiraoka

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Front-end Developer  
Web Design & Development

- **Over 10 years experience with all aspects of small-business web sites.**
- **Highly efficient, W3C standards-compliant, cross-browser hand-coder.**
- **Photoshop, Dreamweaver, HTML 4 & 5, CSS 2 & 3 expert.**
- **Strong Javascript, PHP, MySQL, Linux/Apache experience.**
- **Fast, pixel-perfect Photoshop to HTML/CSS template execution.**
- **Section 508 Accessibility compliance.**

## Executive Summary

Optimistic and persistent problem-solver with deep and broad knowledge of marketing, usability and web technology. Very good at developing and leading teams to excel beyond expectations. Always interested in improving skills, knowledge and efficiency.

## Core Strengths

Expert	Proficient	Knowledgeable
<ul style="list-style-type: none"><li>● HTML 4 &amp; 5</li><li>● CSS 2 &amp; 3</li><li>● Dreamweaver</li><li>● Photoshop</li></ul>	<ul style="list-style-type: none"><li>● Javascript</li><li>● Illustrator</li><li>● MS Office</li><li>● Flash animation</li></ul>	<ul style="list-style-type: none"><li>● PHP</li><li>● MySQL</li><li>● jQuery</li><li>● WordPress</li></ul>

## Work History

**Web Designer/Developer, Sole Proprietor**

**1998-Present**

Designed and/or developed unique websites to fulfill needs for a variety of clients alone or as team lead in collaboration with graphic designers, photographers, front-end designers, et al. Established or improved organic SEO and PPC campaigns.

## Accomplishments

- Learned and applied PHP/MySQL on the fly to hand-code entire online store with 2000+ catalog

items in 30 days. User-facing modules included shopping cart, catalog and order forms. Administrative modules included customer, order and catalog management.

- Restructured PPC Google AdWords campaign, reducing client costs from \$3000/month to \$1000/month with no loss in net profit by vastly improving ad/landing page relevance, click-through and conversion.
- Designed and maintained web version of niche magazine from publisher in Zimbabwe, with market in U.S., significantly increasing subscriptions, back-issue and new product sales. Achieved highest search engine ranking in multiple keywords and phrases, making the site the most referenced resource of its kind.

### **Instructor, Kennesaw State University**

#### **School of Continuing Education and Professional Development**

**1997-2011**

Developed and taught IACET-approved classes on web design for up to 18 adult students. Guided students in 9-month professional series ending with the completion of job-ready portfolio. Major modules included design principles, web-based business practices, usability, HTML, CSS, Dreamweaver, Photoshop, Flash, Illustrator, and web design contracting.

- Awarded Teacher of the Year.
- Consistently given highest marks from students for knowledgeable, patience and helpfulness.
- Achieved 87% graduation rate among a broad range of student learning styles and needs including business owners wanting to build and manage their own websites; print, photography and design professionals wanting to expand into web; and beginners wanting to contract or gain employment as web designers.

### **Education**

Graduated John McEachern High School, Powder Springs, GA.

Completed 3 years toward BA in Communication, and requisite hours for minor in Writing, at Kennesaw State University. Not currently enrolled.

Not quite sold?

Truly excellent references will sing my praises at your request.