

RICHARD CLIFFORD

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WORK EXPERIENCE

DICK'S Sporting Goods

Creative Developer (Nov 2020 - Present)

Associate Creative Developer (Oct 2019 - Nov 2020)

Email Marketing Developer (June 2018 - Oct 2019)

- Maintained and updated the in-house email framework.
- Litmus render tested and debugged rendering issues.
- Developer-lead in transitioning email framework into Adobe Experience Manger (AEM).
- Subject-matter-expert for ADA WCAG AA compliance.
- Webmaster and lead developer for internal email marketing creative documentation website.
- Developed animated HTML5 web banners for Google Ads and Google Studio platforms.
- Trained new and existing creative design team members on email guidelines and creation.
- Developer QC of all email campaigns for functionality and ADA compliance.

Tag Worldwide

Front-End Developer (May 2016 - May 2018)

- Development lead for Levi's and Dockers email campaigns.
- Developed responsive emails from PSD to HTML.
- Litmus render tested and debugged rendering issues.
- Provided client support and feedback on email development and best practices.
- Develop animated HTML5 banners for Google Studio and Sizemek platforms.
- Clients included: Levi's, Dockers, Hilton, Cartier.

RSQP: Print & Design

Graphic Designer (Sep 2013 - Apr 2016)

- Designed and printed business cards, letterhead, stationery, and invitations.
- Webmaster for company website.

EDUCATION

West Liberty University
B.S in Graphic Design
2010-2014

PROGRAMS/SOFTWARE

VSC, Figma, AEM, GitHub, Photoshop, Illustrator, After Effects, Litmus, JIRA, Workfront, Movable Ink.

CODING LANGUAGES

HTML, CSS, Sass/SCSS, Javascript, JQuery, GSAP, HTL (Sightly).

SKILLS

Email Development, Web Design & Development, ADA (WCAG), Bootstrap, Display Banners, Scrum & Agile Methodology, Digital Design, SEO.

CERTIFICATIONS

Litmus Certified Email Designer/Developer
Litmus (2022)