

Terry McNatt

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PROFESSIONAL SUMMARY

Experienced Front-End Web Developer with over 15 years of experience working on responsive websites and multimedia projects for major clients like Charles Schwab and Dell Technologies. Skilled in HTML/CSS, JavaScript, current frameworks, content management systems, and full-stack work. Strong in UI/UX design, building interactive content, and producing advanced digital media, including livestream shopping solutions. Known for turning detailed requirements into simple user experiences that help businesses, improve user engagement, and gain new customers.

WORK EXPERIENCE

WhatNot.com (self-employed) | Social Community Manager Austin, Texas | Jun 2023 – Jan 2025

- Orchestrated 100+ e-commerce livestreams building 8,000+ followers with 5,700 orders while maintaining 5.0-star rating across 1,700+ customer reviews.
- Implemented data-driven strategies with custom graphics for streams, driving 45% higher engagement and 30% increased conversion vs. platform benchmarks.
- Engineered a professional broadcasting environment with custom multi-camera OBS Studio configuration, DSLR integration, and specialized axial lighting setup, reducing product return rates by 15% through superior visual presentation and technical product demonstrations.

Charles Schwab | Senior Web Developer / Multimedia Producer Austin, Texas | May 2006 – Apr 2018

- Architected and executed enterprise-wide intranet migration from TeamSite to SharePoint, successfully transitioning 1,000+ pages of legacy content while implementing responsive design principles that increased employee engagement by 35% and improved internal communications metrics.
- Engineered robust content management workflows and technical documentation for the Schwab intranet, empowering 200+ non-technical stakeholders to manage departmental content independently, reducing IT support tickets by 40%.
- Pioneered multimedia production infrastructure for executive communications, implementing HD video/audio capturing, live streaming capabilities, and secure archival systems that reached 15,000+ employees across global offices.
- Developed interactive training modules using advanced JavaScript and multimedia, partnering with key teams to boost knowledge retention by 25% as measured by WebTrends and assessment data.
- Recognized with the prestigious 2006 Excellence in Service (EIS) annual and Q4 2006 EIS team awards for exceptional technical contributions directly supporting strategic business initiatives.

DirectImpact | Web Developer Austin, Texas | Sep 2005 – Feb 2006

- Engineered Flash clips using ActionScript 3.0, XML integration, and responsive design principles with optimized asset loading for Logitech's cross-browser marketing platform.
- Developed vector animations implementing frame-by-frame techniques and asset compression algorithms that reduced file sizes by 40% while preserving visual quality across multiple environments.

Dell Computer Corporation | Web Developer Austin, Texas | Oct 2000 – Aug 2005

- Architected GUI frameworks for six consecutive Dell Support software releases, implementing modular JavaScript components, cross-browser CSS solutions, and custom XML-based content management systems.
- Developed interactive multimedia tutorials utilizing advanced ActionScript programming, synchronized video integration, and dynamic content loading techniques with optimized performance for varying bandwidth environments.
- Implemented comprehensive usability testing methodologies across eight software iterations, designing data collection frameworks that captured quantitative and qualitative user interaction metrics from 500+ test subjects.
- Engineered interactive Flash-based help modules featuring custom navigation systems, integrated multimedia players, and intelligent bookmarking functionality with asynchronous communication to server-side tracking systems.

e2It, Inc., Tradersresource.com | Web Developer Austin, Texas | Jan 1999 – Aug 2000

- Designed, developed, and deployed a corporate financial day trading website using DHTML, CGI, Perl, and JavaScript.
- Created e-commerce tools for online sales and created a custom affiliate program.
- Led a team of four developers in managing over 100 backlink microsites for SEO marketing purposes.

Infoware, Inc. | Web Developer Austin, Texas | Oct 1996 – Jan 1999

- Designed, developed, and deployed corporate internet and intranet websites in WebObjects.
- Created web graphics for marketing and corporate communications using Photoshop and Fireworks.
- Conducted beta testing to gather user feedback, enhancing search engine functionality and user experience. Analyzed results, improving customer satisfaction.

SKILLS & INTERESTS

Skills: HTML5, CSS3, LESS, JavaScript, jQuery, XML, XSL, AJAX, PHP, Go, TypeScript, MySQL, Node.js, Macro Photography, Axial Lighting

Tools: SharePoint, TeamSite, WordPress, Apache, Adobe Photoshop, Adobe Premiere, Adobe Animate, Digital Signage, WebTrends, HandBrake, LosslessCut, OBS Studio, SaaS, ChatGPT, Gemini Coder, Grok, Llama, Claude, Stable Diffusion, Visual Studio Code with Roo Cline

EDUCATION

Texas State | Environmental Management, Minor: Geology

San Marcos, Texas | Sep 1994 – May