

# Rebecca Taylor

(520) 271-6387

rebecca@littlered.com

Tucson, AZ + Wilson, WY

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## Summary

15+ years experience strategizing, designing, building, optimizing and maintaining web concepts, with emphasis on efficient pixel-perfect front-end development across browsers and devices.

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## Skills

- **Web Technologies & Frameworks:** HTML5, CSS3.0, ZURB Foundation, Bootstrap, PHP, Node.js
- **Modern Workflow:** Jira, GIT, Gulp, SASS
- **Large-Scale CMS:** Craft, ExpressionEngine
- **Cloud Platform:** AWS S3, Cloudfront
- **Scripts/UI:** JavaScript, JQuery, AJAX
- **SEO:** Google Analytics, Organic Content Strategy
- **Design/UX:** Sketch, Adobe CS, InvisionApp

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## Professional Experience

### Founder/Principal

2006-Present

Littlered Media LLC / Tucson, AZ + Jackson Hole, WY

Full stack designer + developer working with stakeholders at passionate and responsible companies through the levels of branding and discovery, design and creation, and the technical implementation of web concepts. Clients include: Nuun, Blueseventy, Petfinder.com Foundation, MADE Jackson Hole, The Broad Center, Collective LA, Park Square Executive Search, Nike Sports Camps, Fireclay Tile, LWH Design, BOXHILL Design, SHIFT JH, Teton Gravity Research.

### Head of Technology

2013-2017

Fireclay Tile / San Francisco, CA

Brand development, lead designer and lead developer in a complete re-conception of how we engage and sell to customers online. Intensely focused on building a brand and ensuring that all of our customers have the best experience possible in their consumer journey. Selected technology platform and technology partners to ensure seamless web to Salesforce integration within budget. Oversee SEO, SEM and content strategies to build authentic, profitable and brand-enthusiastic traffic. New website opened up largest growth sales channel in company. Member of leadership team.

### Vice President of Development

1999-2006

Petfinder.com / Tucson, AZ

Lead programmer, web developer, and graphic designer for one of Forbes "Best of the Web" sites and one of the top 100 trafficked sites on the web. Responsible for all aspects of web presence, including designing, programming and producing sponsor promotions, ads, and innovative social marketing tools and managing programming and development staff.

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## Professional Experience Cont'd

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**Founder** 2002-2004  
Velo la Source / Villard Reculas, France

Luxury cycling vacations in the French Alps during the Tour de France. Strategy, identity, branding, marketing, advertising, cooking.

**Research Scientist** 1998-1999  
Sterling Software / Rome, NY

UNIX/C software engineering for the terrain mapping capabilities of the Joint Mapping Tool Kit (JMTK).

**Programmer-Analyst** 1996-1998  
Abt Associates / Cambridge, MA

Programming and research for EPA analyses, including front-end and back-end development of first ever EPA "Right to Know" online initiative, the Sector Facility Indexing Project (SFIP).

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## Education

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**AB, Applied Mathematics *cum laude*** 1996  
Harvard University / Cambridge, MA

First specialized concentration of Applied Mathematics in Earth and Planetary Sciences Department; First Female President, Harvard Mountaineering Club; 1996 Eastern Collegiate Road Race Champion; Treasurer, Outdoor Club; Crew

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## Personal

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Passionate climber, skier, mountain athlete, cook and yogi. Former member US Long Course Triathlon Team.  
Mother to three ninjas. Health and wellness advocate.