

# Michael Estes

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*Focus on your customer and the right decisions become immediately clear.*

## KEY STRENGTHS

- Change advocate
- An energy and ability to drive organizational improvement and growth
- Quick and efficient problem solving
- Able to communicate effectively to various levels of leadership
- Proficient with front-end web development technologies
- Familiarity with Jira, Confluence, SharePoint, GIT TFS, MS Office suite

## PROFESSIONAL EXPERIENCE

### Freelance Web Development

March 2008 – Current

Full-stack web development and design for various clients and personal projects. Leveraging current trends in user experience and technical solutions, I create versatile, dynamic web sites that suit current needs and are extensible for future feature updates.

- Front-end technologies including HTML5, CSS3, javascript, jQuery, mustache.js, responsive design
- Back-end and database technologies including PHP, MySQL, MongoDB

Portfolio: <http://michaelestes.me>

### Technical Development Manager

Nordstrom

August 2012 – September 2014 (Seattle, WA)

As a Development Manager within Interactive Development, I managed a team of front-end/middle-tier developers embedded within Agile Scrum teams on projects that ranged from core Product Page enhancements, through a wholesale rewrite of our checkout architecture and user experience. In addition to project and team leadership duties, I maintain a depth of functional and academic knowledge in web development technologies and practices, primarily with HTML5, CSS3, Javascript (native and frameworks), accessibility practices, and responsive design.

#### Responsibilities and accomplishments

- Managed a team of front-end/middle-tier developers for customer-facing features for NORDSTROM.com embedded within Agile Scrum sprint teams
- Major projects: Conversion of NORDSTROM.com into MVC framework and integration with a new Web Content Management system (SDL Tridion), Checkout rewrite for both User Experience and MVC architecture
- Led the team through the IT organizational transition from Waterfall to the Scaled Agile Framework (Enterprise) and actively engaged in all aspects of Agile Scrum
- Constant collaboration with Product Managers, Product Owners, UX Designers, and other Technology leaders

- Understand and distill existing site architecture to business groups and leaders
- Make recommendations to site architecture and technical approaches
- Improved developer-to-designer relationships and interactions through self-initiated developer-designer review sessions, which greatly reduced the cost and amount of issues found during user-acceptance testing
- Focused on hiring strong talent and refinement of the interview process for our team
- Involvement
- Represent the Interactive Development organization to our Technology partners and in vendor selection demos, discussions, presentations, and decisions
- Maintain a working knowledge of front-end technologies such as Responsive Design, JavaScript frameworks, MVC advancements in our web applications, and UX/UI practices

## **Project Manager**

### **Nordstrom**

February 2012 – August 2012 (Seattle, WA)

As a Project Manager in Nordstrom E-Commerce Technology, I led a team of business analysts in requirements gathering for the selection of a Digital Asset Management product in conjunction with a Web Content Management solution. This included as-is documentation, gap analysis, SIPOC, and finally recommendations on process solutions. In addition to leading this analysis effort, I was deeply engaged in the selection process and trial integrations of multiple WCM solutions.

#### Responsibilities and accomplishments

- Traditional waterfall project management
- New-to-Nordstrom vendor selection method including 2 on-site trial installations of vendor products
- As-is process documentation and analysis
- Managed a small and very efficient team of Business Analysts
- Matching technical solutions to current and future business needs

## **Project Manager - Production Support**

### **Nordstrom**

November 2010 – February 2012 (Seattle, WA)

As the Production Support manager, I managed a team of business analysts and was responsible for all production incidents, determining priority and impact, communicating to all levels of leadership, and facilitating issue resolution. Responsibility for the NORDSTROM.com e-commerce platform encompassed support for internal and external systems that support item setup, item categorization, item and content publishing, deployment involvement, and more. This role regularly worked with over 15 different groups across executive leadership, business, technology, and the contact center; building and maintaining relationships with these groups was a key part to the role on top of the responsibilities for technical support and execution.

#### Responsibilities and accomplishments

- Manage all internal and external production issues for NORDSTROM.com and internal e-commerce applications
- Determine incident impact and priority based on a full understanding of impacted systems and customer experience
- Communicate to executive leadership across Business and Technology organizations
- Understand full system architecture and business process flows
- Structure team for 24/7 on call support
- Partner with Production Support development team to resolve incidents and identify root cause and long-term solutions for reoccurring issues

## **Site Development Manager**

## **Nordstrom**

April 2009 – November 2010 (Seattle, WA)

The Site Development Manager role was responsible for managing the flow of all work items that came through the Interactive Development team. The ability to size work efforts, negotiate capacity, and manage urgent issues/requests was crucial to my ability to lead the team.

### **Responsibilities and accomplishments**

- Managing the front-end creative deployments; including work order management and schedule negotiation
- Act as a liaison between IT and Interactive Development
- Mentor and train team members
- Manage and coordinate the marketing mail development and deployment process
- Participate in project planning and review meetings as a resource for timeline discussions and functionality
- Troubleshoot internal application and environmental issues
- Created a Wiki for documentation and troubleshooting steps

## **Web Developer**

### **Nordstrom**

March 2008 – April 2009 (Seattle, WA)

As a developer on the Interactive Development team, I focused on many front-end technologies, with a constant eye towards standards-compliant code, maintainability, reusability, and client-side performance. All development was hand-coded without a WYSIWYG tool.

### **Core development technologies**

- XHTML
- CSS
- Native JavaScript
- jQuery

### **Responsibilities and accomplishments**

- Hand-code updates to existing content and create new experiences on NORDSTROM.com (XHTML, CSS, and JavaScript/jQuery)
- Follow standard web practices for image optimization using Adobe Creative Suite
- Document current processes and troubleshooting tips
- Familiarity with internal web applications, processes, and deployments

## **Front-end Web Tester**

### **Nordstrom**

May 2006 – March 2008 (Seattle, WA)

As an entry position into the Interactive Development team, I was responsible for testing all content changes to NORDSTROM.com. In addition to the core responsibilities of the Tester role, I created and maintained a web-based manual and troubleshooting guide for the Front-End Testing position (I was the only tester at the time). Closer to my transition into a development role, I used my available bandwidth to take on simple HTML/XML updates and image changes.

### **Responsibilities and accomplishments**

- Had a reputation for an extreme attention to detail
- Piloted the use of Fogbugz for bug tracking
- Developed test plans for complex and global experiences
- Increased my knowledge of front-end development coding standards and practices
- Created documentation and repeatable processes for testers

## **Universal Agent / Web Desk Specialist**

### **Nordstrom**

June 2003 – May 2006 (Seattle, WA)

Over my time at the contact center I had several roles. Starting out I was responsible for taking customer orders and assisting with order issues/inquiries. A short time after, I took on mentor duties which included assisting with addressing complex order research inquiries, training new hires, and taking customer escalations. In December 2005 I moved to another department at the contact center that had an added focus on supporting other agents and customers with technical issues on NORDSTROM.com and interactions with our Drop Ship team. I was also fortunate to spend a week in Cedar Rapids, IA at our Fulfillment/Contact Center during Holiday 2005 to help with customer escalations and the seasonal Contact Center agents in their first Holiday season.

#### **Responsibilities and accomplishments**

- Regularly noted for high call quality scores and even received customer thank you letters
- Quickly developed a proficiency with NORDSTROM.com user experience and all internal applications
- Regularly leveraged to help resolve customer issues with their shopping experience, whether it was an issue with the web site or with their personal computers
- Engage with customers via phone, live chat, and email

## **IT Specialist II**

### **University of Washington**

March 2003 – September 2005 (Seattle, WA)

Within the Mechanical Engineering department, I was responsible for purchase, setup, and support of the 5 student computer labs (approx. 85 machines). I also took on support for staff machines, network management, and assisted faculty members with technical issues as they arose.

#### **Responsibilities**

- Hardware and software purchase, upgrades, and replacement
- Setup and management of staff, faculty, and student lab machines
- Imaging all student lab machines using a combination of Symantec Ghost and Faronics Deep Freeze
- Manage physical student lab security
- VPN setup/configuration
- Enhancements and maintenance of department external web site and internal portal
- Windows 2000/2003 Server management

## **PROFESSIONAL REFERENCES**

*Available upon request*