

TIMOTHY SWEENEY

Web Producer & Designer/Developer | WordPress, Figma & Front-End Production

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SUMMARY

Web producer, designer, and front-end developer with 25+ years leading day-to-day web production and content operations for ongoing clients — combining hands-on WordPress/Elementor development, deep Figma design work (component libraries, variants, shared assets), and Adobe Creative Suite production with rigorous QA and site-hygiene discipline (broken links, metadata, accessibility, responsive layout, on-page SEO via Yoast/All in One SEO, Google Analytics setup). Independent operator who has served as the sole point of contact for clients and outside partners — triaging incoming requests, managing production schedules, and taking final responsibility for quality before delivery. A decade of production team leadership (Bozell/Lowe) backs up genuine experience managing people and process, not just building pages: assigning work, reviewing output, and mentoring contributors. Background also spans regulated, brand-sensitive industries (financial services, healthcare, automotive, entertainment), 15+ years of rich-media HTML5/GSAP banner development to DCM/IAB ad-serving specs, video editing in Adobe Premiere, Media Encoder, Camtasia, and iMovie — including encoding video for production use across multiple formats — email/newsletter production, and project tracking across Asana, Jira, Wrike, Slack, and Microsoft Teams, with version control via GitHub and SVN.

CORE SKILLS

- **Web Production & Content Operations:** Day-to-day publishing and updates; site hygiene (broken links, metadata, accessibility, responsive QA); intake triage and scheduling; sole point of contact for stakeholders and outside partners
- **Website Platforms:** WordPress (hands-on, current Elementor page building across multiple live client sites, active annual subscription; Gutenberg block editor with hand-coded HTML/CSS; custom PHP templates), Squarespace; full builds, hosting, and administration
- **SEO & Analytics:** Yoast SEO, All in One SEO; Google Analytics setup and implementation across WordPress client sites
- **UI/UX & Visual Design:** Figma (component libraries, variants, shared assets), Adobe XD, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Material Design, pixel-perfect production
- **Front-End Development:** HTML5, CSS3, JavaScript, jQuery, Bootstrap; Chrome DevTools for CSS troubleshooting and design-to-build handoff
- **Animation & Motion:** GSAP/HTML5 rich-media banner animation since the GreenSock era; video editing in Adobe Premiere, Adobe Media Encoder, Camtasia, and iMovie; encoding video for production use across multiple formats
- **Ad-Serving & Compliance:** DCM/IAB ad-serving specifications, DoubleClick HTML5 Certified, DoubleClick Studio, Bannerify
- **Digital Asset Management:** Aspect ratios, image optimization, and print-to-digital bridging across channels
- **Production & Team Leadership:** Decade managing a production team — assigning work, reviewing output, and taking final responsibility for quality before every delivery
- **Regulated & Brand-Sensitive Industries:** Financial Services (Chase, Capital One, Bank of America, HSBC, Mass Mutual), Healthcare (Circa Healthcare, Blue Cross Blue Shield, Merck), Automotive (GMC, Saab, Acura, Toyota, BMW, Volkswagen), Entertainment (Disney, Hulu, HBO, Netflix, CBS, PBS, Universal)
- **AI-Augmented Development:** Claude Code, Lovable — part of an active, current workflow
- **Project Tracking:** Asana, Jira, Wrike, Slack, Microsoft Teams
- **Version Control:** GitHub, SVN
- **Collaboration & File Management:** Microsoft Teams (chat-based progress tracking), OneDrive (file sharing and version history)
- **Office & Presentation Tools:** PowerPoint, Excel, Word — new-business and internal presentation materials

FREELANCE EXPERIENCE

Freelance Web Producer, Designer & Developer — Self-Employed

2010 – Present

Independent contractor designing, building, hosting, and administering full WordPress sites — including hands-on Elementor page building and custom PHP templates — plus front-end development, UI/UX design, and HTML5 advertising production for agencies, organizations, and brands nationwide.

- Own the full WordPress site build, Elementor page building, and administration for Spot-On (5+ years) and Comunilife as the sole, direct point of contact — managing requests, triaging priorities, troubleshooting issues, and publishing updates independently.
- Design and maintain Figma component libraries and shared design assets; execute pixel-perfect production from Figma and Adobe Creative Suite across web and rich-media formats.
- Designed and coded HTML5 display and rich-media ad campaigns to strict DCM/IAB ad-serving specs for McDonald's, AARP, Toyota, BMW, Volkswagen, HSBC, Walmart, PayPal, Merck, and Blue Cross Blue Shield.

- Track project tasks and deadlines across Asana, Jira, Wrike, and Slack for concurrent client work; produce HTML email marketing materials and newsletter templates.
- Built Bully Pulpit International's (BPI Group) main company website in Squarespace, plus multiple Bootstrap-based regional promotional microsites with custom code for Instacart campaigns.
- Built a microsite for Acura through Mullen Lowe (El Segundo, CA).
- Built responsive WordPress microsites for a Merck animal health product through Circa Healthcare, hand-coding HTML/CSS within the WordPress block editor (Gutenberg).

SPOT-ON — San Francisco, CA

2014 – Present (current)

Designed the UI/UX for a full ad-serving platform, built over 5 years, connecting publishers and outlets with political marketing firms to place advertising across congressional and local political districts nationwide. Own the CMS website build (WordPress/Elementor) and ongoing administration as the sole, direct point of contact, plus HTML5 display ads and email marketing for political campaigns — recently adopting Material Design and AI-assisted tools (Claude Code, Lovable) to accelerate build and prototyping workflows.

Comunilife, Inc. — New York, NY

2024 – Present (current)

Front-end developer for the organization's WordPress website, building and updating pages in Elementor and managing full hosting setup and administration.

Quigley-Simpson — Los Angeles, CA (remote freelance)

2025 – Present (current)

Front-end developer producing Figma- and Bannerify-built HTML5 display banners for Chase brand campaigns, including Chase Sapphire, Chase IHG, Chase United, and Chase Marriott Bonvoy.

Decoded Advertising — New York, NY (remote freelance)

2024 – Present (current)

Front-end developer hand-coding HTML5/CSS/JS with GSAP animation for Capital One brand campaigns; via MediaMonks, built Figma-based entertainment banners for Hulu, Disney, and HBO, including Euphoria and House of the Dragon.

Big Picture Group (remote freelance)

2014 – 2019

Rich-media developer hand-coding HTML5 banners with expanded video-player and carousel interactivity on DoubleClick Studio for Netflix, CBS, PBS, and Universal, including campaigns for Downton Abbey and Jurassic World.

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2012 – 2024

UI/UX design, website administration, and CMS builds; HTML5 and rich-media display ads for McDonald's, AARP, Amica, and Tajin. Designed and built an HTML5 advergame for McDonald's Spanish-language market, challenging players to search an interactive city map for menu items within a time limit.

PROFESSIONAL EXPERIENCE

Manager, HTML Banner Ad Production — Bozell/Lowe Worldwide, New York, NY

2000 – 2010

- Promoted from Print Producer to Manager, HTML Banner Ad Production over a 10-year tenure — assigning work, reviewing output, and taking final responsibility for technical and quality review before every client delivery.
- Built the front-end for the agency's Xinet digital asset library.
- Led production as team lead for the New Business, Saab, and Intel accounts — scoping work, assigning it, and holding a team to deadline and quality standards.
- Produced a global Intel display-ad campaign localized into English, Mandarin, French, French Canadian, German, and Spanish — coordinating multi-language production and quality review across markets.
- Produced web applications, Flash-based consumer ad units, email marketing, and new-business presentation materials for GMC, Saab, Bank of America, HSBC, Mass Mutual, Samsung, and Macy's.

Front-End Developer — Visual Alchemy, New York, NY

2010 – 2013

- Built interactive trade show kiosk display applications and web applications; served as front-end team lead for the Aggrenox account, coordinating deliverables and quality review across the team.
- Produced Flash animations, wireframes, and email marketing materials for Boehringer Ingelheim, Novo Nordisk, and Medical Knowledge Group.

Additional freelance clients: Bully Pulpit International (BPI Group), Instacart, Circa Healthcare, Condé Nast, MightyHive, MERGE, Monitise, GYK Antler, Mullen Lowe, Deutsch, HomeBrew Agency (Terry Hines), Black Box Entertainment, The Trade Desk, RAPP, Nonfiction Agency, Lescher Marketing — details on request.