Ara Abcarians

Web Development Manager

Experience

Flatfile / Remote (US)

Web Development Manager (Feb 2023 - Present)
- Led development on four major website redesigns under aggressive timelines
- Act as project manager and lead developer, coordinating and delivering projects from multiple cross-functional stakeholders including marketing, design, and leadership
- Serve as the primary point of contact for all things related to the Flatfile marketing website and blog, owning roadmap, execution, and day-to-day maintenance
- Juggle priorities across multiple departments, managing stakeholder expectations while consistently delivering on tight deadlines
- Improved site SEO health score from 58 to 87 using Ahrefs and technical audits
- Own and maintain a modern tech stack including Contentful CMS, Gatsby, and TypeScript

Kandji / Remote (US)

Web Development Manager (Sep 2021 - Nov 2022)
- Effectively managed a team of in-house and contract web developers, responsible for the development, maintenance, and growth of kandji.io
- Improved cross-team collaboration by implementing new processes and systems for handling incoming requests and tracking progress
- Led scrum ceremonies including sprint planning and backlog grooming
- Facilitated a UI audit to uncover opportunities for creating consistent patterns
- Successfully led the transition from Webflow to a Jamstack architecture, utilizing Netlify, Eleventy, Alpine.js, and Tailwind CSS
- Significantly optimized web performance, resulting in a 50% increase in the mobile lighthouse score, a perfect desktop score, 71% increase in time on site, and a 35% increase in pageviews

Bluebeam, Inc / Pasadena, CA

Sr. Manager, Web Development (May 2016 - Sep 2021)
- Provided guidance, mentorship, and feedback through bi-weekly 1-1s and biannual performance evaluations for 3 direct reports
- In-charge of the technical vision and roadmap for the marketing design system
- Crafted coding guidelines and methodologies for CSS/Sass, HTML, JavaScript, and Git workflows to increase production, code quality, and developer experience
- Developed and documented a custom CSS/Sass framework following ITCSS and BEM methodologies, used across the organization for web based projects
- Collaborated with designers to develop a comprehensive design system to improve consistency and UX across marketing web projects
- Architected and implemented the rebuild of Bluebeam's global marketing website
- Successfully led the internationalization efforts for 14 languages using Smartling GDN

Media Temple / Culver City, CA

Manager, UX Development (Dec 2012 - May 2016)
- Led front-end development of Media Temple's website redesign and created a custom CSS/Less framework using OOCSS and BEM methodologies
- Collaborated with designers to develop, document, and maintain the company's first design system

Huge, Inc / Los Angeles, CA

Sr. Web Developer (Jun 2008 - Dec 2012)
- Clients included FX Networks, ABC, Beats by Dre, Nintendo, Samsung, and Royal Caribbean

Contact

- 818-720-8823
- ara@itsmeara.com
- itsmeara.com
- github.com/itsmeara

Skills

Programming Languages

HTML, CSS/Sass, JavaScript, TypeScript, PHP

Libraries & Frameworks

Tailwind CSS, Alpine, Vue, React, Gatsby, Astro, Jekyll, jQuery, GSAP

Tools & Platforms

Git, Eleventy, Statamic, Contentful, Hygraph, DatoCMS, Ghost, WordPress, Webflow, Netlify, Vercel, DigitalOcean, Smartling GDN

Design & UX

Figma, Sketch, Illustrator, Photoshop, FigJam, Miro, Design Systems, Prototyping, User Testing

Marketing Tech

Google Tag Manager, GA4, Plausible, PostHog, Hubspot, Hotjar, VWO, Clearbit, Ahrefs, Wistia

Project Management

Jira, Asana, Wrike, Notion, Linear, Waterfall and Agile Methodologies

Education

The Art Institute of CA-Los Angeles

Bachelor of Science, Interactive Media Design / 2008
Best of Quarter Award / 2008

Training & Certifications

Harvard ManageMentor: Leading People

Harvard Business Publishing / Nov 2018