

TIMOTHY SWEENEY

Front-End Developer & Designer | 25+ Years in Digital Media

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SUMMARY

Front-end web developer and designer with 25+ years building responsive, WordPress-based websites and high-performance HTML5 display advertising for global consumer brands. Skilled across the full production pipeline — from UI/UX design through hand-coded front-end implementation — with deep expertise in cross-browser compatibility, email marketing production, and IAB/DCM ad-serving standards. Independent contractor with a long-standing track record across Financial Services, Automotive, Entertainment, Healthcare, Consumer, and Real Estate industries, serving brands including Chase, Capital One, Toyota, BMW, Disney, McDonald's, Nike, and Walmart.

CORE SKILLS

- **Front-End Development:** HTML5, CSS3, JavaScript, jQuery, Bootstrap, Responsive Design, Cross-Browser Compatibility
- **CMS & Platforms:** WordPress (build & administration), Custom CMS Integration, Web Hosting Setup & Management
- **UI/UX & Design:** Figma, Adobe XD, Photoshop, Illustrator, InDesign, Sketch, Material Design
- **Digital Advertising:** HTML5 Display & Rich-Media Ads (DoubleClick HTML5 Certified), DCM/IAB Ad-Serving Standards, Email Marketing, GSAP Animation (15+ yrs, since GreenSock)
- **AI-Assisted Development:** Claude Code, Lovable
- **Production Tools:** Media Encoder, Camtasia, PowerPoint, Excel, Word

PROFESSIONAL EXPERIENCE

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.
- Produced Flash animations, wireframes, and email marketing materials for Boehringer Ingelheim, Novo Nordisk, and Medical Knowledge Group.

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; also built the front-end for the agency's Xinet digital asset library.
- Led digital ad production as team lead for the New Business, Saab, and Intel accounts, managing production staff and workflow.
- Produced web applications, Flash consumer ads, email marketing, and new business presentation materials for GMC, Saab, Bank of America, HSBC, Mass Mutual, Samsung, and Macy's.

FREELANCE EXPERIENCE

Freelance Front-End Developer & Designer — Self-Employed

2010 – Present

Independent contractor providing front-end development, UI/UX design, WordPress builds, and HTML5 advertising production to agencies and brands nationwide, alongside full-time employment through 2013.

- Designed, built, and host full WordPress websites — BPI Media (with a creative director) and SPOT-ON and Comunilife (solo) — for political marketing and healthcare/consumer clients.

- Designed and coded HTML5 display and rich-media/dynamic ad campaigns to DCM and IAB ad-serving specifications for McDonald's, AARP, Toyota, BMW, Volkswagen, Nike, Walmart, PayPal, Merck, and Blue Cross Blue Shield.
- Produced HTML email marketing and business presentation materials for entertainment/broadcast clients (ABC, CBS, NBC, Disney, Hulu, HBO, Universal) and delivered UI/UX and front-end builds through major agencies nationwide.
- Built promotional film sites (Girl on the Train, Draft Day) and a Super Fun Night app via HomeBrew Agency/Terry Hines.

SELECTED FREELANCE ENGAGEMENTS

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. Also handle CMS website builds & administration, HTML5 display ads, and email marketing for political campaigns — recently adopting Material Design and AI-assisted development tools (Claude Code, Lovable).

Comunilife, Inc. — New York, NY

2024 – Present (current)

Front-end designer/developer for the company website, including full hosting setup and administration.

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

2025 – Present (current)

Figma and Bannerify-built HTML5 web 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)

Hand-coded HTML5/CSS/JS + GSAP animation banners for Capital One. Via MediaMonks, built hundreds of Figma-based banners for entertainment clients Hulu, Disney, and HBO, including campaigns for Euphoria, House of the Dragon, Welcome to Derry, Freaky Friday, Predator, Scrubs, and The Secret Lives of Mormon Wives.

Circa Healthcare — Philadelphia, PA (remote freelance)

2018 – 2025

Developed HTML5 standard and rich-media display ads for healthcare campaigns. Also built pharma product microsites using custom-coded HTML/CSS/JS templates in WordPress.

Big Picture Group — New York, NY (remote freelance)

2014 – 2019

Hand-coded rich-media 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. Also used Camtasia, Adobe Premiere, and Media Encoder for video edits and format conversion across serving specs.

d expósito & Partners (The New American Agency) — New York, NY

2012 – 2024

UI/UX, website admin, 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 — an interactive city-map search game.

Additional freelance clients: 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.