

# Art Wells

## **E-Commerce Experience And Innovation**

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[artwells.com](http://artwells.com)

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Ecommerce engineer with 30 years experience designing, implementing, and maintaining groundbreaking e-commerce solutions.

## **Professional Experience**

### **Senior PHP Programmer, Roku June 2011 - December 2023**

Repaired and maintained Magento-driven e-commerce operations. Designed and developed RESTful shopping cart frontend for customized Magento backend. Developed integration with multiple payment, ERP, security, financial and anti-fraud services.

Designed and developed custom promotion and discounting systems. Reviewed security and stability with multiple departments. Advised on all aspects of e-commerce practices and plans. Regularly reviewed and reported on options on new platforms and resources.

Created migrations plans for various solutions. Mentored and led junior programmers on migration of Magento 1 to Adobe Commerce.

### **Consultant, artwells services, llc. October 2008 - October 2018**

Consulted on e-commerce strategy and technological solutions, specializing in emergency triage and salvage of broken e-commerce projects. Installed, customized and created extensions with Magento e-commerce software (including ERP-integration), WordPress blogging/CMS and Zend-based social network software. Created applications with Twitter, Facebook, Google Maps, Youtube APIs. Created and maintained online tools for product configuration and 3D visualization. Clients include Wieden+Kennedy, Six Apart, Mule Design, North, Ryzwear, Swift Collective, Moto Development Group.

### **Founder, nshrine.com January 2008 - Present**

Developed online utility that helps users and social networking communities create and maintain shared spaces for spiritual, emotional, or playful purposes. Work involved PHP5, jQuery, JSON, AJAX, MYSQL, AdSense, OpenID, Adwords/AdBrite campaigns, Google Checkout cart and Paypal integration with automated digital content management, and RSS- Twitter- and email -integration. Worked with testers, illustrators, consultants and service providers.

**Senior Web Developer, Rejuvenation, Inc. August 1998 - October 2008** Created and guided the growth of this domain from primitive static site to multi-million dollar sales channel for direct-to-customer, mass-customized product. Created a simple customer experience out of a sophisticated product selection and customization process, handling complex pricing, interdependent configuration logic and inventory rules. Created 3D import/export, manipulation programs and render farm that offers visitors

immediate

glimpses into the aesthetic changes they make, including a modifiable room for fixture placement. At various times acted as network security specialist, webmaster, engineer, programmer, copywriter and designer, settling into the role of technical lead, configuration expert, technical and creative consultant to other departments and 3D programmer. Co developed department into a productive team of six.

**Freelance Web Developer** *1996 to 2000*

Developed dynamic content and online commerce solutions for various businesses involving every aspect of web production.

**Education**

Bachelor of Arts, St. John's College, Santa Fe, New Mexico, 1990. Studied Philosophy, Mathematics, Science, Music and Language.