Brian David Hall

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714-717-0383

Experienced web strategist with background in conversion optimization, experimentation, UX, and software engineering. I care about the people behind the website and the visitors behind the metrics.

Key Qualifications

- Conversion Rate Optimization
- A/B Testing
- Software engineering
- Web development

- User training
- Remote team management
- Software documentation
- Employee training and onboarding

Professional Experience

Command Return Solutions
Founder -- July 2018 to present
- Conduct UX audits for client websites
- Implement A/B tests in Optimizely, Google Optimize, Monetate and other platforms
- Analyze website conversion metrics and advise on conversion strategy
- Clients include: Zoom, ServiceNow, Daily Dot, InVision, Udemy, VMware

FunnelEnvy
Senior Solutions Engineer -- August 2017 to July 2018
- Lead A/B test engineering team
- Communicate strategy and evaluate results with clients
- Develop full stack web applications to serve client needs
- Prototype new features for SaaS product to aid in sales process

CROmetrics
A/B Test Engineer -- December 2015 to June 2017
- Implement A/B tests on websites and mobile applications
- Develop full stack web applications to serve client needs
- Lead optimization strategy

University of Hawai'i at Hilo, Hilo, HI
Lecturer -- August 2015 to January 2016
- Prepare curriculum and teach computer science courses

- Create customized Python curriculum for Astronomy, Physics and Biology majors
- Integrate chat, video conferencing, screencasts and GitHub into class with overwhelmingly positive student feedback
- Oversee collaborations between students and mentors

USDA Agricultural Research Service, Hilo, HI
Bioinformatics Research Collaborator -- March 2013 to October 2015
- Develop software for storing, formatting, analyzing and modifying genomic and biological data
- Present research
- Contribute to publications
- Maintain a High Performance Computing cluster

Education

Master's of Science in Information and Computer Science, University of Hawai'i at Manoa, August 2015

Bachelor's of Science in Mathematics, Georgia State University, May 2007

Technical Skills

Software: Optimizely, Google Optimize, VWO, Monetate, Google Analytics, Adobe Test & Target, Git, Vim, Sun Grid Engine, MS Office, VirtualBox