



Rick Owadally

📍 Queens, NY 11692 📞 +646-541-4022 ✉ rickthewebdev@gmail.com 🌐 rickthewebdev.com

Summary

Creative Technologist with expertise in front-end web development, UI/UX design, and multimedia production, including video, sound, and audio engineering. Known for visionary thinking and dynamic leadership, with a unique ability to bridge the gap between technical and creative worlds. Adept at managing complex projects in the marketing space, translating technical details into layman terms for non-technical clients, while effectively leading development teams and writing detailed tickets. Experienced in optimizing workflows, resource management, and delivering innovative solutions across both digital and live environments. With a strong background in both technical and creative disciplines, I excel at creating seamless client experiences while ensuring technical excellence.

Experience

📅 06/2022 📍 NEW YORK, NY

Creative Technologist **CultHealth**

- Led the development of digital projects for major brands such as Ozempic and Rybelsus, as well as educational platforms like Get Real About Diabetes and NovoCare Diabetes Education.
- Directed the redesign of the Ubrelyv HCP website and developed interactive touchscreen displays for use at expos, including AAN, for Ubrelyv and Qulipta.
- Managed the deployment of Veeva Vault, including Veeva IVA and ISA wrappers, creating iPad-specific presentations for HCP and sales reps that provided key pharmaceutical and sales information.
- Acted as a key liaison between business, clients, design, artistic, and technical teams, ensuring seamless communication and effective project delivery.
- Led UX, design, and development teams, overseeing both the creative and technical aspects of projects to deliver integrated solutions.
- Created presentation decks, pitched ideas to clients, and effectively communicated phase approaches for project development, collaborating

Experience

closely with account managers and strategy leads to deliver cohesive solutions.

- Streamlined resource allocation and deployment strategies, improving team efficiency through cross-functional collaboration and workflow optimization.
- Guided technical teams in managing servers, deploying content matrices, and implementing personalized content strategies using Adobe Experience Manager (AEM) and Adobe Target.

📅 01/2022 – 05/2022 📍 NEW YORK, NY

Technology Manager **Digitas Health**

- Took over digital projects for Skyrizi and Rinvoq after the business transitioned from Saatchi & Saatchi Wellness, providing enhanced resources and support.
- Spearheaded the redesign of the Skyrizi multi-indication website, implementing dynamic user flows and personalization strategies using Adobe Experience Manager (AEM) and Adobe Target.
- Collaborated with cross-functional teams to ensure seamless project execution, leveraging Jira for issue tracking and project management to streamline workflows.

📅 04/2021 – 01/2022 📍 NEW YORK, NY

Technology Manager **Saatchi & Saatchi Wellness**

- Led front-end development for Skyrizi and Rinvoq, utilizing AEM, Adobe Target, and Jira to manage teams, track tickets, and handle backlog requests for seamless project management.
- Managed the development and testing of the Salesforce chatbot, ensuring it functioned smoothly from admin to front-end user levels.
- Created and implemented a process to handle requests for digital assets, such as QR codes and vanity URLs, reducing confusion and streamlining communication through forms. This ensured teams were directed to the right resources, avoiding ad-hoc requests via Teams messages.

Experience

📅 03/2020 – 01/2022 📍 NEW YORK, NY

Web Development Manager Thomas

- Led a cross-functional team of designers, developers, and QA engineers, delivering digital products and services for over 1,000 B2B clients.
- Applied agile methodologies using Trello for project management to streamline workflows, enhance team efficiency, and shorten delivery times.
- Directed framework development, DNS management, and website migrations, offering technical leadership and strategic problem-solving.
- Oversaw resource planning, ensuring effective utilization of team members and resources to meet business goals.

📅 03/2018 – 04/2019 📍 NEW YORK, NY

Front-End Developer Pulse Creative

- Developed custom WordPress themes using HTML, CSS, and JavaScript, leveraging modern build tools such as Gulp and Webpack for optimized workflows, and utilizing SASS for scalable, maintainable styles.
- Managed website launches, migrations, and troubleshooting for clients in the finance and brand sectors, ensuring seamless transitions and high performance.
- Collaborated closely with design teams to integrate creative concepts into functional web platforms, delivering visually compelling, user-friendly solutions.

📅 01/2014 – 04/2018 📍 NEW YORK, NY

Founder / Freelance Web Developer Influent Agency

- Managed a freelance digital services business, subcontracting design, development, and SEO professionals for small businesses and nonprofits.
- Delivered web development solutions, including site updates, security fixes, and e-commerce enhancements, while providing branding and design services.
- Built strong client relationships by delivering innovative solutions tailored to individual business needs, from creative entrepreneurs to small enterprises.

📅 12/2007 – 12/2011 📍 BROOKLYN, NY

Founder / E-commerce & Web Development Manager Sector Media

- Integrated centralized databases across multiple e-commerce websites, optimizing sales strategies and product distribution.
- Led a niche distribution platform for vinyl records, books, magazines, and merchandise, managing operations, logistics, and digital storefronts.

Experience

- Directed a team of staff and interns, managing logistics, public relations, and trade show attendance to build brand presence in the niche music market.

📅 08/2012 – 12/2013 📍 BROOKLYN, NY

Talent Payment Coordinator AM-Only

- Developed advanced Excel templates for contract management, payment scheduling, and financial tracking, improving operational efficiency.
- Coordinated with agents and managers to ensure timely contract execution, payment processing, and event scheduling for festivals like Coachella and Ultra Music Festival.
- Resolved logistical challenges, ensuring smooth artist payments and adherence to contract terms.

📅 08/2013 – 03/2015 📍 NEW YORK, NY

Studio Technician / Engineer Carroll Music

- Managed studio setups for high-profile artists and events, including big bands on tour, Broadway show rehearsals, and recording sessions.
- Worked as a live audio engineer (A1 and A2), handling front-of-house PA mixes and monitor mixes for various music venues and live performances.
- Served as a drum tech for shows, setting up drum kits and percussion instruments for live events.
- Provided technical support for live sound and PA system setups at venues such as the United Nations, Lincoln Center, and other major event halls across New York City.

📍 NEW YORK, NY

Stage & Sound Technician Music First Productions (LoudPA.com)

- Managed stage and PA system setups for events at venues such as the United Nations, Lincoln Center, and other major event halls across New York City.
- Worked as a live audio engineer for concert and show venues, mixing multiple bands in a night, managing microphones, front-of-house mixes, and band monitor mixes.
- Communicated with both the bands and the venue to ensure optimal sound quality, making adjustments to ensure the venue sounded its best for each performance.
- Coordinated logistics, including managing drivers, equipment delivery, securing building passes, and navigating security and loading dock procedures for large-scale events.

📍 NEW YORK, NY

Freelance AV Technician Granicus

- Managed live streaming, video broadcasting, and recording for board meetings and conferences, including clients like the New York Police Pension
-

Experience

- Fund and various arts colleges.
- Operated professional video controllers, similar to those used in TV stations, to manage live broadcasts and remote conferencing.
- Set up and integrated microphones, sound systems, and venue-specific AV equipment, often coordinating early access to assess technical specifications and ensure smooth integration with built-in systems.
- Led multi-day setups for complex conferences and events, ensuring seamless AV execution from setup to live broadcast and recording.

Skills

① TECHNICAL

HTML5	
CSS	
JavaScript (ES6)	
React	
Next.js	
PHP	
MySQL	
MongoDB	
Node.js	
Webpack	
Gulp	
Salesforce	
Jira	
Adobe Experience Manager (AEM)	
Adobe Target	

① DEVELOPMENT TOOLS

Visual Studio Code	
Atom	
GitHub	
Bitbucket	

① DESIGN & MULTIMEDIA

Graphic design (logo design, front-end design)	
Figma (including staff training)	
Adobe Illustrator	
Photoshop	
Adobe Premiere	
DaVinci Resolve	
Final Cut Pro	
Ableton	
Logic	
and an understanding of DAWs	

① PROJECT MANAGEMENT

Agile methodologies	
Jira/Trello	
Resource management	
Client collaboration	

Skills

① COMMUNICATION & WRITING

Technical writing	
Technical specification writing	
Technical documentation	
Presentation deck building and production communications	

① AI INTEGRATION

Understanding of relevant AI technologies and how to implement them into workflows, including prompt engineering	
--	--

① PROBLEM SOLVING & ANALYSIS

Data analysis	
technical analysis	
ability to detect and troubleshoot problems efficiently	

① COMPREHENSIVE LEARNING

Avid reader and learner with a passion for consuming information and applying it in a technical context	
---	--

① AUDIO ENGINEERING

Live sound	
------------	--