SCOTT LIX

St. Peters, MO | linkedin.com/in/scott-lix | lixlink.com

SUMMARY

Experienced IT Director, Full Stack Web Developer, and ISO/DPO 25+ years of experience in designing, developing, implementing, and coordinating IT initiatives that drive KPI-focused solutions. Demonstrated abilities to evaluate issues and solve complex emerging challenges to support competitive positioning and achieve organization and project goals in a timely, cost-efficient manner.

Insightful decision maker and articulate communicator. Self-motivated, creative problem solver with a strong work ethic and high aptitude for research and learning. Role-model accountability, fuel individual and team success by setting high expectations, help build a culture that cultivates innovation and growth.

PROFESSIONAL EXPERIENCE

IT Director / Full Stack Web Developer / ISO / DPO

ICON Agility Services | Chesterfield, MO   *Aug 2000 – Current*

- **AI Integration & Strategy:** Embrace emerging tech, building AI agents, implementing AI APIs, and monitoring token usage. Advise on AI improvements and vendors, providing guidance on prompts, data feeding, and strategies to influence AI-generated answers, products, and services.
- **Information Security:** Ensure data governance and quality. Regularly update policies (Information Security, Business Continuity, Disaster Recovery, Risk Management, Vendor Risk Management, Asset Management, Privacy, and Acceptable Use, Employee Conduct).
- **Project Management:** Gather requirements, manage projects, teams, and vendors, enable CI/CD for dynamic websites.
- **Development Expertise:** Write secure, reusable code & queries, integrate APIs, and work across frameworks. Containerized development, maintain databases and repositories.
- **Security & Hosting:** Configure secure websites and content security policies, harden servers, databases. Control data access to internal and external teams and shared business assets.
- **Marketing:** Leverage B2B & B2C data enrichment to generate high-quality MQL & SQL leads, in-depth data analysis, measurement plans, campaign performance tracking, develop personas, optimize bid strategies, implement SEO, increase conversion rates, create compelling materials.
- **Team Leadership:** Foster DevSecOps, lead meetings, track project progress. Teach frontend development, marketing, SEO, analytics, and ad optimization. Process improvement guidance.
- **User onboarding:** Set up new users with company email accounts, business critical tool access, grant granular access to secured data based on roles and responsibilities. Help train and troubleshoot user issues.

Front-end Developer

Rooftop Comedy (currently part of Amazon Audible) | St. Louis, MO   *May 2007 – Nov 2007*

- Personally handpicked by the CEO as a side project to develop and launch initial iterations of an innovative website.
- Requirements gathering, translated designs into pixel-perfect, cross-browser compatible, WCAG / 508 compliant production code.

- Collaborated with the Creative Art Director and Back-end Developer to enhance UI / UX and functionality.
- Utilized code repositories for efficient collaboration and bug tracking.

Front-end Developer
IntegrityXD | University City, MO   *Sep 2006 – Dec 2006*
- Developed and launched a website in close collaboration with the CEO.
- Translated Creative Art Director's designs into pixel-perfect, cross-browser compatible, WCAG / 508 compliant production code.
- Proactively managed scope by integrating assets during development.
- Collaborated effectively on UI/UX enhancements.

Sr. Front-end Developer / Animator / Multimedia Developer
Third Eye Media Production Co | St. Louis, MO   *Jan 1999 – Aug 2000*
- Assisted with in-person sales, project pitches and kickoffs for clients and executives.
- Gathered requirements, developed wireframes, prototypes, information architecture, usability, and elegant solutions.
- Transformed designs into fully functional websites, interfaces, games, and presentations.
- Coordinated with Creative Art Director and Database Administrator for seamless delivery.
- Provided valuable technical feedback on UI/UX and usability.

VOLUNTEER WORK
Web Developer / Project Manager
Habitat for Neighborhood Business | St. Louis, MO   *Oct 2018 – Current*
- Support under-served neighborhoods by providing pro bono web strategy, design, development, content creation, and hosting services to minority entrepreneurs.

SKILLS
Soft skills: Strong work ethic, self-motivated, creative problem solving, high aptitude and desire for learning, ability to work well in teams or individually, informed decision making, strong research skills, coordinating & leading efforts and teams, ability to communicate complex ideas in understandable terms, welcome input & collaboration.

Hard skills: HTML, CSS, SCSS, Bootstrap, Tailwind, JavaScript, Next.js / React, jQuery, PHP, Laravel, Node, MySQL, MS SQL, SQLite, C#.NET, XML, Java, DOS, Google Cloud, Salesforce, NetSuite, Hubspot, OpenAI, Mural, PayPal, Mailchimp, Adobe products (Photoshop, Premiere, Illustrator), Microsoft products (Office suite), VS Code, Figma, IIS, Apache, Plesk, cPanel, Git, SubVersion, WordPress, headless CMS, Docker, WSL2, DNS, TLS/SSL, Firewalls, Anti-virus / Anti-malware tools, performance monitoring tools, configuration tools, testing tools, Google Workspace, Active Directory, MS Exchange, SharpDevelop, Windows Servers and Operating Systems, Routers, Switches, Hubs, Access Points, Printers, Phone Systems, VoIP devices, Patch Panels, and other peripherals.

EDUCATION
Self taught - life-long learner, continuous education. Some Awards and Certifications include:
- [Google Analytics Individual Qualification](#)
- [Advanced Google Analytics](#)