

# John Simmons

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#Measure Slack: (<https://measure.slack.com>) @johnsimmons

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— Blog & Projects —

## Medium Blog (<https://medium.com/@johndavidsimmons>)

I write about Adobe Analytics, Qualtrics, Python, and tinkering with Raspberry Pis

## QSI Launch Extension (<https://github.com/johndavidsimmons/Ext-QSI>)

An Adobe Launch extension for loading Qualtrics Site Intercept Zone codes.

## Omnibug Mparticle Integration (<https://github.com/MisterPhilip/omnibug/graphs/contributors>)

An addition to the Omnibug analytics debugger browser extension for inspecting mParticle network requests.

— Work —

## Quicken Loans — Analytics Developer

August 2016 - Present

Part strategist, part developer; I am responsible for maintaining Quicken Loans' web analytics tools (Adobe Analytics, Google Analytics, DTM/Launch, mParticle, Qualtrics, etc.).

## Quicken Loans — UX Analyst

May 2013 - August 2016

I provided insights on the relationship between user behavior and business analytics of Quicken Loans' client facing web products.

## University of Michigan Library — UX Intern

January 2013 - May 2013

As an intern I helped prototype and test new layouts, and manage website content for library's many web domains.

## University of Michigan Library — Technology Assistant

August 2012 - December 2013

Library technologists functioned as drop in tech-support staff that helped patrons use Photoshop, install drivers, build websites, and everything in-between.

## Schawk — Production Artist

August 2011 - August 2012

More of a builder than a designer; I prepared digital art files for printing for clients such as Pepsi, Mars, and other high profile companies.

— School —

## University of Michigan (<https://www.si.umich.edu/>) — MS Information

December 2013

The focus of my coursework at UMSI was user experience methodology, behavioral psychology, and web development.

## Western Michigan University (<https://wmich.edu/academics/undergraduate/graphic-printing>) — BS Imaging

May 2010

The Imaging program at WMU focused on the business and technical aspects commercial printing.