



Frontend Developer

New York Metro Area

Mindset Media is seeking a talented and well-rounded software developer to help lead the design and implementation of various user interfaces. The successful candidate will be expected to lead and contribute to projects ranging from the development of social networking applications that explore relationships between psychographics and interests, to the creation of visualizations which intuitively explain the analytical output of a large Hadoop cluster.

The right candidate will have the opportunity to work with a fast-moving, cross-functional team focused on bringing to light the impact psychographics have on consumption and behavior. As a member of a small team, his or her contributions will have the potential to greatly impact the company's success.

Responsibilities

Our ideal candidate will:

- Know the ins and outs of (X)HTML, CSS, Javascript, Ajax
- Be experienced with a scripting language such as PHP or Python
- Be able to build an interface off a MySQL database backend or equivalent
- Be experienced developing in a Linux environment
- Have a knack for graphic design
- Have an online portfolio of past projects that demonstrates abilities
- Have a degree in Computer Science, Human Computer Interaction, or equivalent degree or experience
- As a plus, have experience with ActionScript/Flex

About Us

Mindset Media is a market research and ad technology company that sets the standard in psychographic measurement and targeting. We were founded on the simple premise that consumers are more than just demographics—they're people, with personalities that drive what they buy.

Our **MindsetProfiles**[®] let marketers see how their target consumers compare on 21 elements of personality known to drive buyer behavior and brand choice. Our proprietary ad technology enables major web publishers to deliver specific psychographic audiences, or **MindsetTargets**[™], on their own inventory. This capability, which is unique in the world of media today, gives blue-chip advertisers the power to reach mass audiences of consumers with the psychographics that fit their brands.

How To Apply

Tell us why you are a good fit for the position and send your resume with relevant work experience, including direct links where possible to exhibit live examples of your work, to jobs@mindset-media.com with the subject "Frontend Developer."