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EXPERIENCE

PRODUCT MANAGER / FRONT-END DEVELOPER C21Stores-Ecommerce

March 2016—Present
NJ - NY

- Responsible for developing new and maintaining current site functionality and front end development relating to the user interface, user Experience, search engine optimization, Google Analytics analysis and reporting, Ruby on Rails CMS
- Front-end develop new content features utilizing HTML, CSS, JavaScript, JQuery
- Create wireframes and interactive prototypes to support UX proposals, and documentation of new functionality, and developing strategies to implement them, and measure their performance
- Lead and supervise web content specialist, email specialist and assistant product manager in developing site content using CMS, email campaign using Responsys, Social Media, and custom pages
- Develop a CMS for custom landing pages and banners, using AngularJS and Firebase DB
- iCoach web production personnel in the use of cutting-edge web technologies and optimizations
- Review all customer-facing front-end coding(site and emails) for functionality, performance, and validity
- Work with Ecommerce support in a project management capacity in the delivery of new features
- Ensure a leading position for C21stores.com by staying abreast of web & responsive design, and UI/UX innovations
- Developed GIT/GitHub repository for C21stores.com front-end development

WEB PRODUCER / UX FRONT-END DEVELOPER C21Stores-Ecommerce

June 2014—March 2016
NJ

- Design successful strategies and wireframes to become a "responsive/liquid" web site that later evolved into a "Mobile First" design. Then, developed the front-end the first mobile user experience for the company. In addition mobile loading times improved by 45% on content pages with high images resolution, which contributed to an increase on conversion rate of 24%
- Mentored team members about "Mobile First" approach, and basics of best development practices and strategies
- Collaborated with Art Director on developing weekly refreshes with a wide variety of highly interactive landing pages, look books, carousels and rich media banners
- Developed direct attitudinal original research through interviews, and carried out different testing to improve User Experience and website performance which included written reports to Executive team
- Developed a custom-made YouTube video player that include: custom image place holders, call to actions, and detail product information at beginning and end of the video
- Developed a QA application and system to record issues, anticipate tendencies, and improve workflows
- Automated Weekly refresh of content pages and navigation to specific date and time for Cold Fusion.
- Improved loading time and SEO on content pages by developing image replacement technique that allows retrieving a specific image for each of the different screen resolutions, which was later used on the new site platform
- Replatformed: migrated all content from Cold Fusion CMS to Ruby on Rails CMS
- Design and developed a site to document UI style guides for all content blocks in the new Ruby on Rails CMS
- Developed using DOM scripting to dynamically modify, and change or add specific requirements

INDEPENDENT WEB DEVELOPER — UX DESIGNER CONSULTANT TheAtico

Aug 2010—Present
NJ - NY

- Kooba E-commerce Site: provided consultancy on User Experience and completed development for some of their landing pages and home pages
- Audit 3 website mobile experience: Kooba, mundiwallets, jmcbags
- RelatingWithHart: UX design, front end development, and Search Engine Optimization
- PregameFlex: provided a complete web design and development for company that teaches young athletes proper fundamentals of warm up to reduce injuries and sells a video
- Joseph G. Canepa law firm: provided complete web design and development, photography and retouching service
- Completed web development for different independent artist, restaurants and designers

PROFESSIONAL SKILLS

HTML/HTML5	● ● ● ● ●
CSS, CSS3 BEM	● ● ● ● ●
JavaScript, JQuery	● ● ● ● ○
GIT, GitHub, ZenHub	● ● ● ● ○
Responsive - Mobile First	● ● ● ● ●
AngularJS	● ● ○ ○ ○
PHP	● ● ○ ○ ○
Java	● ● ○ ○ ○
Ruby	● ○ ○ ○ ○
Sass, Bootstrap	● ● ● ○ ○
DOM Scripting	● ● ● ● ○
OOP	● ● ● ○ ○
Adobe Photoshop	● ● ● ● ○
Adobe Lightroom	● ● ● ● ●
InVision, Balsamiq	● ● ● ○ ○
email HTML-CSS	● ● ● ● ○
User Experience	● ● ● ● ○

EDUCATION

STEVENS INSTITUTE OF TECHNOLOGY
B.A Music Technology / Computer Science
Dean List - Scholars Program
2010—2013

HUDSON COUNTY COMMUNITY COLLEGE
A.S Computer Science
Phi Theta Kappa Honor Society
2008—2010

INSTITUTE OF AUDIO RESEARCH
Audio Engineering and Sound Design
Phi Theta Kappa Honor Society
2004—2006

ADDITIONAL SKILLS

Management	● ● ● ● ●
Photography	● ● ○ ○ ○
Tutoring / Teaching	● ● ● ● ○
Spanish - Reading & Writing	● ● ● ● ●
Database	● ● ○ ○ ○