Adam Schuld

UX / Front End Web Developer
DesignGumption.com | DesignGumption@gmail.com | (708)203-5932

Design Gumption - Front End Web Developer Freelance   Aug 2012 - Present

Clients were mainly startups and small businesses in Chicago and Los Angeles. Focused on User Experience and Front End Web Development. Took clients' visions for web products and executed the code and design to make effective and beautiful products. Emphasis was on solving problems creatively to align with the sensibility of the brand.

Sports Lock - User Experience Developer   Dec 2012 - Sep 2013

Designed and coded the user inteface for the Sports Lock web application, an online SaaS to easily engage friends in sports challenges. Lead in User Experience research and development for the iOS mobile application. Built the brand from the ground up to distinguish the personality of the company. Employed new practices of gamification to enhance user engagement and measurably improve the satisfaction of Beta users.

Wildman Harrold - Digital Marketing Analyst   May 2009 - Sep 2009

Improved the efficacy of the firm's modern marketing approaches. By analyzing metrics of digital campaigns through Google Adwords, we could better understand the pitfalls of past campaigns and apply those lessons to future advertisement approaches.
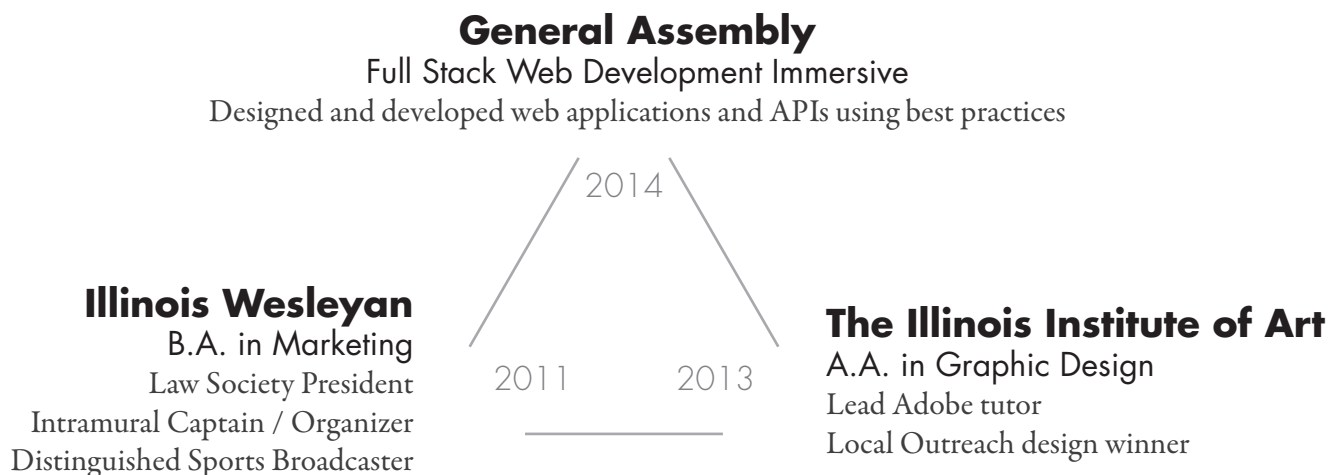
LocalLaunch! - Marketing and Research Analyst   May 2008 - Sep 2008

Created web profiles for local businesses and used keyword generation to improve the efficacy of those profiles with Google Adwords. Through the metrics of unique user page views and time spent, I improved the exposure and engagement of every profile assigned. Expanded role to join the development team in providing the research to build keyword generation macros that would outperform traditional keyword matching.

Education

General Assembly
Full Stack Web Development Immersive
Designed and developed web applications and APIs using best practices

2014

Illinois Wesleyan
B.A. in Marketing
Law Society President
Intramural Captain / Organizer
Distinguished Sports Broadcaster

2011   2013

The Illinois Institute of Art
A.A. in Graphic Design
Lead Adobe tutor
Local Outreach design winner

Skills

Development
- HTML5
- JavaScript
- jQuery
- Angular.js
- Node and Express
- SASS
- Ruby on Rails
- MongoDB
- PostgreSQL
- Firebase

UX / Design
- Interaction Design
- Axure Prototyping
- Usability Testing
- Persona Research
- Adobe Suite
(Photoshop, Illustrator, InDesign)

Marketing
- SEO
- Email Campaigns
- Brand Development
- Digital Advertisements
- Market Analysis

References available upon request