ANDRE' LAWSON

WEB DEVELOPER/DESIGNER

CONTACT INFORMATION: ✉ Alawson2877@gmail.com   ☎ 908-400-3820

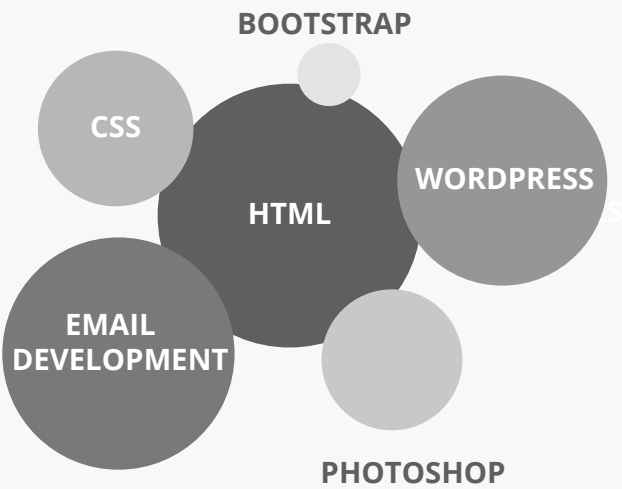PORTFOLIO: https://andrelawsonportfolio.github.io/Portfolio/

OBJECTIVE: Entry Level Web Developer seeking to further advance proven and developing skills within an established company. Dedicated and highly motivated worker looking to acquire a career to expand knowledge of the industry aiming to help achieve company goals.

PERSONAL QUALITIES

Confidence

Dedication

Accountable

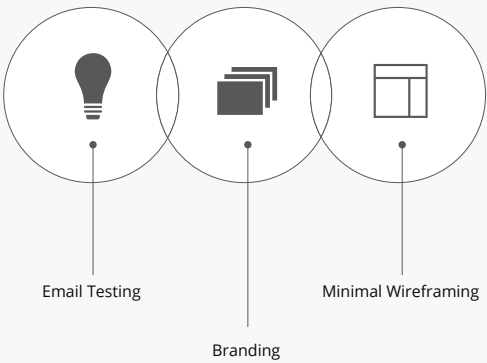Analytical

Diplomatic

Attentiveness

PROFESSIONAL SKILL

BOOTSTRAP

CSS

WORDPRESS

HTML

EMAIL DEVELOPMENT

PHOTOSHOP

EDUCATION

2010-2012
Middlesex County College

Associates Degree: Liberal Arts

2016
Joe Natoli

UX & Web Design Master Course: Strategy, Design, Development

Email Testing

Branding

Minimal Wireframing

EXPERIENCE

MAY/2014-Present
FREELANCE

HTML EMAIL DEVELOPER/LOGO DESIGNER
Maintained and ensured to enhance the company's multi-branded websites.
Coordinated with back end developers and business for website requirements.
Partnered with internal and external suppliers to create and maintain content.
Assisted engineering team to define requirements from creative team on their HTML/CSS pages needs.
Ensured that personal technical skills are kept up to date for effective development.
Met with clients to determine marketing, design visions, scopes of work, budgets, and deliverable timeframes.
Designing logos for a variety of clients.
Adhered to industry standards and defined guidelines and principles.
Implemented procedures for testing and troubleshooting of HTML and revised code.
Formulated procedures for slicing and optimization of images for HTML emails utilizing Photoshop.
Assisted in hand coding and implementation of HTML emails and landing pages through Visual Studios.

MAY/2017-JAN/2019
SHI
(CONTRACT)

INTEGRATION SPECIALIST
Help ensure development of products that meet user needs.
Installation and maintenance of computer hardware and telecommunication devices.
Troubleshooting and maintenance of computers, laptops, printers, and smart devices.
Replacing damaged parts from computer with new parts.
Provided support to end-users of proprietary software.
Document all issues and generate reports detailing common problems and error trends.
Manage the end-to-end email execution process from email campaign set-up, testing, QA, live previews and deployment

NOV/2013-MAY/2017
STEPS TO LITERACY

GRAPHIC DESIGNER
Designed 400 Layout catalog pages and spreads using Adobe Photoshop.
Scanned children books, prepped and retouched images in order to offer digital access to customers
Prepared and analyzed documents to ensure file accuracy for print
Created new design themes for marketing and collateral materials.
Collaborated with creative team to design and produce computer-generated artwork for marketing and promotional materials.
Participated in production of print and promotional items for key clients under direction of Marketing Department.