ANTHONY PINZONE

Frontend Developer with a Creative Eye

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EXPERIENCE

Volunteer Engineer & Podcast Host
The Fantasy Authority

Jul 2015 - Present

Fantasy football advice focused on debate and fan interaction through audio & video podcasts and articles.

- Write, host, and edit a weekly in-season YouTube podcast, including major NFL events (NFL Draft, Free Agency). Tools: Voicemeeter, Audacity, OBS, Hitfilm
- Trained new and existing writers on SEO best practices, improving site traffic by over 100% two years in a row (2015-2016, 2016-2017).
- Rebranded the Fantasy Authority and The Fantasy Authority Podcast logos.
- Designed social media graphics, and content.
- Assisted in transitioning from Squarespace to Wordpress, making the site more accessible to new team members.
- Enhanced Wordpress by implementing and updating new plugins and performing website updates.

Frontend Developer
GeekHive, UI/UX Practice (Warwick, NY)

Mar 2018 - Apr 2019

A marketing technology (martech) consultancy and digital transformation partner.

- **Your Hearing Network:** Developed a business management web application for audiologists using React and Typescript. Features: User roles, digital commerce, service opt-in, and reporting.
- **American Society of Hematology:** Developed a new annual report on Drupal and collaborated with UI Designer to improve the engagement using animation (CSS Animate, ScrollMagic, and GSAP).
- Collaborated with UI & UX Designer to convert static designs to dynamic and responsive web pages using HTML5, CSS3, SASS, and Javascript (ES6).
- Applied A11Y accessibility standards to support an inclusive design methodology.
- Interviewed, hired, and mentored frontend interns.

UI Developer
Capturepoint / Communitypass (Ridgewood, NJ)

Sep 2015 - Mar 2018

A cloud-based web application providing towns, schools, and other organizations a way to streamline events.

- Coded desktop design comps into a fully-responsive web application and conceptualized layouts for mobile devices.
- Collaborated with the Director of Product to research and implement best UI and UX practices, resulting in improved information architecture, navigation, and usability.
- Lead the design and development of a sign-up kiosk for recreation facilities requiring display on different touch-screen sizes. Resulted in increased audience participation. Utilized Coldfusion, jQuery, JSON, Ajax.
- Developed an e-commerce platform for event registration that included search, filtering, and user feedback, resulting in quicker checkouts. Utilized Coldfusion, jQuery, JSON, Ajax.
- Worked with pharma clients to develop drug sample request forms with validation and user feedback. Utilized Javascript, jQuery.
- Established and maintained a digital style guide resulting in a library of reusable UI components and more efficient page building.

Frontend Designer & Developer   **Oct 2012 - Sep 2015**
The Great Atlantic & Pacific Tea Company (A&P), IT (Montvale, NJ)

A pioneer in the supermarket industry built on the backs of self-efficiency, innovation, and customer satisfaction.
- Played a key role in upgrading the existing static HTML website to a custom Drupal theme.
- Implemented responsive design techniques, increasing mobile traffic by 150%.
- Designed landing pages, HTML emails, digital banner ads, and social media graphics.
- Trained team members and business partners on SEO, UX, and UI best practices.
- Analyzed and reported metrics from Google Analytics and Brightedge to senior leadership.
- Shot and edited monthly internal video content using Final Cut Pro, Premiere Pro, and Audacity.

EDUCATION

Udemy.com *Continuous Learning*   **Present**
Completed Courses: ES6 Javascript: The Complete Developer's Guide; React: The Complete Guide;
Modern React with Redux

Ramapo College of New Jersey • B.S., Business Administration (Management)   **2006 - 2008**

Sussex County Community College • A.S., Business Administration   **2004 - 2006**

TECHNICAL SKILLS

Frontend	Code: HTML5, CSS3, SASS, Javascript, jQuery, React, Typescript | Scaffolding: Bootstrap | Standards: A11Y Accessibility, SEO
Backend	Coldfusion, PHP
CMS	Wordpress, Drupal
Version Control	Git, GitHub, SourceTree
Design	Adobe CC (Photoshop, Illustrator, InDesign)
Tools	Zeplin, Jira, Invision, Slack, Trello, Yarn, NPM
Audio/Video	Final Cut Pro, Adobe Premiere Pro, Hitfilm Express, Audacity, OBS, VoiceMeeter