ANTHONY PINZONE

Frontend Developer with a Creative Eye

201-982-4517
anthonyjpinzone@gmail.com
anthonypinzone.online

EXPERIENCE

Frontend Developer   Mar 2018 - Apr 2019

GeekHive, UI/UX Practice (Warwick, NY)

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   Sep 2015 - Mar 2018

Capturepoint / Communitypass (Ridgewood, NJ)

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.

VOLUNTEER

Engineer & Podcast Host   **Jul 2015 - Present**
The Fantasy Authority

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.

Volunteer & Advocate   **Sep 2014 - Present**
The American Foundation for Suicide Prevention
- Assist in running local street fairs, Rockland County Pride and the annual Rockland County Out of the Darkness walk to help spread awareness for mental health in an effort to prevent suicide.

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