

austin melendez

react developer & product designer

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amelen.dev

summary

Experience Developer and Product Designer with seven years of professional expertise in building & designing websites, web apps, and working with emerging technologies. Well-versed in HTML5, CSS3 (Sass & LESS), JavaScript, and TypeScript, with a focus on accessibility best practices WCAG 2.1 AA+. Has created engaging and high performing digital experiences for brands ranging from Fortune 500 financial services firms to ivy league higher education organizations, healthcare systems, consumer brands, and non-profits. History of success collaborating with creative, UX, CRM, marketing, accessibility, cybersecurity, and project & account management teams in the delivery of enterprise-level digital experiences.

skills

HTML5	3D Rendering
CSS3, Sass, Less	Voiceovers
JavaScript	Storyboarding
TypeScript	Visual Storytelling
Product Design	Photography
Branding	Videography
Animation	Video Production
Prototyping	Audio Editing
Illustrating	

tools

Figma	Github
Photoshop	GitLab
Illustrator	Jira
Premiere	Vercel
After Effects	Firebase
Blender	AWS
Procreate	Bitbucket
Sketch	Prismic
Zeplin	Next.JS
Audition	Visual Studios

experience

Nifty's

Richmond, VA (remote)

July 2021 to Present

React Developer and Product Designer

Ideate and create high fidelity wireframes, layouts, designs, and prototypes for the Nifty's website using Figma. Create brand and marketing assets to be featured on the website and social platforms. Illustrate and create ideas for NFTs to be sold on the marketplace using Procreate, Photoshop, Figma, Blender, and After Effects. Build out pages and components based on the designs using React, Next.JS, Typescript, and Sass modules. Notable clients include Warner Brothers, Sony, Damien Hirst, Netflix, Discovery Channel.

Primacy

West Palm Beach, FL

July 2016 to July 2021

Experience Developer & Designer

Work in collaboration with UX and Creative teams to seamlessly translate build requirements, wireframes, and creative executions into digital experiences. Build web templates in HTML and style templates using CSS (Sass or LESS), add UI functionality using JavaScript, jQuery, or pure CSS. Worked in various tech stacks as specified by clients or internal teams to meet business requirements including but not limited to frameworks such as React or Vue, as well as CMSs including Sitecore, Drupal, Ingeniux, Prismic, and other proprietary systems. Experience integrating websites with Pardot, Salesforce (Marketing Cloud), Google Analytics, HubSpot, and other open source CRMs. Transform and render data from APIs. Perform quality assurance with cross-browser and responsive testing to ensure alignment with creative intent, business requirements and core functionality. Experience developing responsive, accessible email marketing templates and newsletter templates using Pardot. Notable clients included Aetna, The Hartford, Boston College, MIT, University of Kansas Health System, UChicago Medicine, Rice University, Curry College, University of Pittsburgh (launching Q2 2021), Joslin Diabetes Center and more.

Travelers Insurance

Hartford, CT

February 2014 to July 2016

Creative Services

Ideate and design logos, brand guidelines, web assets, and social media posts. Lead the creative for the ThinkSafe campaign. Conceptualize and design web layouts for primary Travelers Insurance website. Storyboard, record, and edit videos including performing, recording, and mastering voiceovers, shooting and editing photographs for internal communications, external public relations, and investor relations. Manage and organize stock photography and video filing system.

Turning Hearts Ministries.

September 2009 to February 2014

Designer, Volunteer

Establish brand/identity for the ministry. Ideate and design web assets, social media posts, and print collateral for ministry conferences. Build ministry website/blog on Wordpress. Maintain website and social media accounts. Record, edit, and produce ministry educational videos.