

# austin melendez

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amelen.dev

## react developer & product designer

### 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 (React & Vue), 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	User Research
CSS3, Sass, Less	User Testing
JavaScript	Personas
TypeScript	Info Architecture
Product Design	Wireframing
Branding	Visual Storytelling
Animation	Photography
Prototyping	Videography
Illustrating	Video Production

### tools

Github	Figma
GitLab	Photoshop
Jira	Illustrator
Monday	Sketch
Linear	Premiere
Vercel	After Effects
Firebase	Blender
AWS	Procreate
Bitbucket	Zeplin
Prismic	Audition
Slack	InDesign
Visual Studios	Google

### experience

#### Nifty's

Richmond, VA (remote)

July 2021 to Present

#### React Developer & 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, NextJS, 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

Feb 2014 to July 2016

#### Designer & Video Production (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

Hartford, CT

Sep 2009 to Feb 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.