

# adam fratino

## USER INTERFACE ENGINEER

hello@adamfratino.com

### ABOUT ME

My strong technical focus and my appreciation for aesthetics has provided the foundation of my career, fueling my desire to bridge the gap between technology, user experience and design.

### EDUCATION

#### School of Visual Arts

Bachelor of Fine Arts in Graphic Design

September 2019 - January 2013

**Studies:** History of design, color theory, grid systems, typography, spacial relationships, advertising, interface design, illustration, photography, painting, motion graphics

**Tools:** Photoshop, Illustrator, InDesign, Premier, After Effects, Cinema 4D, SketchUp

### PROFICIENCIES

#### Semantic HTML



#### Accessibility Best Practices



#### Responsive, Performant, Modern CSS



#### Modern Javascript, Typescript, Frameworks



#### Agile Methodologies



#### Automated & Visual Tests, CI/CD



#### UX/UI & Design Tools



#### Microsoft Outlook\*



\* this is a joke

### WORK EXPERIENCE

#### Peloton

User Interface Engineer

April 2019 - Present

Joined a small, agile team of frontend engineers to create and maintain components for the top of funnel layer of the company's acquisition and ecommerce platform. Contributed to major programs for internationalization, new product launches, holiday updates, marketing initiatives, accessibility, and design systems.

**Tools:** React, Typescript, Styled Components, Next.js, Contentful, Storybook, Optimizely, Cloudinary, Chromatic, Jest, CircleCI, Netlify, Zeplin, Figma, Jira

#### Rokkan

Senior Frontend Engineer

February 2017 - April 2019

Sole front-end contributor to Verizon Hum's marketing and acquisition web presence, initiating a complete site rebuild to get rid of older dependencies. Worked closely with in-house backend engineers to convert static components to be used in AEM CMS. Created rapid, functional prototypes for pitches.

**Clients:** Verizon, Phillip Morris, The Venetian

**Tools:** Webpack, ES6 Modules, Sass, Maven, AEM, Sketch, Zeplin, Figma, Jira

#### The Barbarian Group

Senior Frontend Engineer

August 2014 - February 2017

Team lead on a small, frontend focused team of engineers tasked with maintaining and creating new UI compononets for Samsung's US web presence. Feature lead on a full-featured Wordpress theme for Samsung News, which was then distributed to other Samsung teams internationally. Created custom boilerplates for rapid component development. Oversaw transition to new design, CMS.

**Clients:** Samsung

**Tools:** Gulp, Sass, jQuery, Bootstrap, Node, AEM, Photoshop, Jira