



Andrew F Schorr

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WORK EXPERIENCE

Draftfcb, New York, NY

Front End Web Developer / 4.2011 - Present

- + Responsible for the design, user experience, and front end development of both internal and public facing web portals, sites, and business applications
- + Meet with project managers and clients to document business requirements and needs of projects
- + Coordinate with development team and project managers to write business rules and functional specification documents
- + Produce flow charts, wireframes and HTML prototypes for client and sponsor approval
- + Convert interactive wireframes and design compositions to HTML, XML, and CSS
- + Eliminate cross-browser issues to ensure consistent functionality and display
- + Improve user experience and overall design aesthetic of web portals and sites and implement changes
- + Evaluate user interface and experience of vendor software and make recommendations for use

Flightpath, New York, NY

Digital Production Associate / 8.2009 - 3.2011

- + Produced digital content for national marketing campaigns: websites, email, mobile web and applications, promotional videos, display/banner ads and more
- + Coordinated workflow among copywriters, designers, and developers for iPhone application assets and deliverables
- + Tested, deployed, tracked and analyzed large-scale email initiatives(59 million emails in 2010) through user-triggered, manual and automated processes
- + Worked offside to support The Daily staff during the production of daily iPad newspaper
- + Sliced and hand-coded HTML emails and performed detailed quality assurance testing
- + Created and tracked Google Analytics links across six different email campaigns
- + Managed quality assurance of custom developed e-commerce and social media sites
- + Tested website usability through multivariate and A/B testing
- + Managed content for client Twitter streams, Facebook pages and other social media feeds
- + Performed keyword research to calibrate copy/content for search engine optimization and tracked conversion data

Freelance Web Production and Design

5.2009 - Present

Specializing in custom Wordpress themes, mobile specific sites, and logo design

EDUCATION

University of Wisconsin - Madison, Madison, WI

Bachelor of Science - Economics / May 2009

School of Visual Arts, New York, NY

Continuing Education, Graphic Design / Summer 2011

SPECIALTIES

- + W3Schools HTML and CSS certified
- + Experience coding and optimizing iPad, iPhone and mobile specific sites
- + Knowledge of and adherence to web standards and best practices
- + Responsive web design

SKILLS

HTML5, CSS3, SASS, C, JavaScript, jQuery, Git, Modernizr, PHP, SQL and .NET
Content management systems, project management software, email marketing software and version control systems

SOFTWARE

Microsoft Office (Word, Excel, PowerPoint, Outlook), Visual Studio and Sharepoint
Adobe Lightroom, Photoshop, Illustrator and InDesign
Axure, Omnigraffle and Visio