

Anthony Morlett - Web Developer & UX/UI Designer

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SUMMARY

I am an accomplished Front End Developer. I am also an experienced UX/Web designer and front-end developer who is passionate about communication and digital solutions. I am a self-starter with a strong background in user experience and visual design and a proactive problem-solver who understands business needs and takes full responsibility for the entire process from problem definition to solution.

SOFTWARE AND SKILLS

Languages: AJAX, Bootstrap 5, CSS3, HTML5, JavaScript, jQuery, Liquid, Next JS, Node, Shopify Hydrogen, SASS, SCSS, Schema, Tailwind.

Platforms | Skills: Adobe Creative Cloud, Drupal, Figma, Jira, Kalvio, Lighthouse, Mockups, Sanity.io, Shopify, Big Commerce, Sketch, Stylescapes, Wireframes, Wordpress.

WORK EXPERIENCE

Freelance Shopify Developer

April 2020 - Current | Remote

Notable Companies: Cognizant, Clorox, UCLA, Estee Lauder, *Avocado Green Brands, Osmo Nutrition, Kokolu, Mavecca, Jefferson Medical Group, ICF International*

- **Performance Optimization:** Integrated Shopify 2.0 themes with custom theme schema settings and plugins for ADA compliance and speed optimization.
- **Search Engine Optimization:** Used Google Analytics to improve website search, identify trends and patterns in how visitors engage with the website for user retention.
- **Custom Code Solutions:** Implemented new features such as New JSON, Ajax functionality, Liquid, HTML and JavaScript to make client sites end-user customizable within Shopify.
- **Responsive Web Design:** Applied pixel-perfect custom CSS, HTML, Liquid to create responsive layouts.

Web Design/UX

June 2012 - March 2020 | Los Angeles

Notable Companies: HBO, Popmenu, Direct Tv, Lego, Symantec, Gamefly, Anandalou, Remax, Zoggs, Tylt, kern Agency, PCA Agency, Midnight Oil Agency & Topco

- **Building Brand Awareness:** Established UX/UI design processes to ensure higher brand awareness through social media and landing page campaigns, and digital media assets.
- **Increased Website Conversion Rate:** Achieved an increased web traffic and email signups through redesigning websites for multiple campaigns.
- **UX Deliverables:** Initiated user flows, journey maps, sketches, user interviews, surveys, questionnaires, research analysis and findings, wireframes and mockups using tools like InDesign and Adobe XD to create user-friendly websites.
- **Communication and Collaboration with Stakeholders:** Produced hi-fidelity mockups, wireframes, and workflows to share design ideas and move forward with the designs.

EDUCATION

BA'13 in *Web Design & Interactive Media*