Antonio Ortiz Front End Web Developer

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Professional Skillset: HTML5, CSS3, SASS, JavaScript/jQuery
Working Knowledge: AngularJS, MVC/SPA's Bootstrap, Foundation, Uikit, Skeleton, Demandware, MAMP Pro, WordPress
WorkFlow & Best Practices: Responsive Web Design, Mobile Development, Cross-browser Compatible/Testing
Tools: Sublime Text 2, Git, Gulp, Stack OverFlow, Adobe Creative Cloud (Photoshop, Illustrator etc.), Terminal, TeamSite, Jekyll

Worked History:

Avon, Front End Web Developer, November 2012 - Present
• Intergrated JavaScript/jQuery in Representative website to enhance user experience
• Managed Avon app content and collaborated with Testers, Engineers and Designers to ensure timely release of Application
• Developed websites using standard compliant HTML5 and CSS3(SASS) and JavaScript
• Used TeamSite CMS to manage yourAvon.com & SMO
• Tested websites for cross browser compatibility
• Collaborated with Email Marketing Team to code, conceptualize and execute marketing e-mail campaigns
• Introduced myriad of tools and best practices and libraries (jQuery UI, Sublime, BrowserStack)

L'Oreal, E-commerce Developer/Graphic Designer, May 2012 - September 2012
• Designed and executed marketing e-mail campaigns.
• Worked extensively with the Demandware e-commerce platform
• Trained staff members on various web topics ((X)HTML, CSS etc.).
• Managed all pre-production adjustments and enhancements to images prior to launch

Chanel, Consultant/Graphic Designer, February 2011 - January 2012
• Reshaped and assembled layouts in respect to brand identity and continuity
• Aligned with international marketing division to translate campaigns into domestic strategies
• Assisted visual merchandising lead in reconfiguring sales collateral and promotional materials in respect to specific vendor store types
• Updated support collateral for in-store use

Limited Brands Inc. / Victoria's Secret Beauty / La Senza, Consultant/Graphic Designer,
November 2006 - February 2009, September 2005 - December 2005, March 2011 - May 2011, November 2011 - Present
• Created and Illustrated 2D product library of entire beauty collection
• Collaborated with merchandising team to create in-house visual guide to assist store managers in display operations
• Retouched and applied color correction to images for use of current season's catalogue
• Oversaw on-site installation of signage and collateral

Rafaella Sportswear, Web Designer August 2010 - October 2010
• Worked with back end developers to update website and drive brand identity and recognition; www.rafaellasportswear.com
• Created site designs to promote marketing initiatives and creative directives
• Managed and directed freelancers in regards to seasonal projects and strategies
• Generated new landing pages for multiple brands using Dreamweaver, XHTML, Photoshop, Illustrator and InDesign
• Reworked and adjusted images preceding website revisions
• Teamed with marketing to create and edit copy during seasonal campaigns

Kathy Van Zeeland Inc., Front End Developer August 2008 - March 2010
• Worked with web team to create site map
• Managed all updates and testing of three brand web sites; www.kvz.com, www.bmakowsky.com, www.tignanello.com
• Created site designs to keep with brand identity and maintain continuity
• Optimized and applied all pre-production work to images prior to upload
• Generated new landing pages for multiple brands using Flash & Dreamweaver
• Worked with Art Director and Designers to create quarterly look books for editorial distribution

Polo Ralph Lauren, Senior Graphic Designer, November 2000 - August 2005
• Partnered with international division to translate domestic marketing materials
• Conceptualized ads, direct mail, public relations vehicles and in-store pieces
• Collaborated with production and marketing departments through all phases of each project in regards to timing, budget and objectives
• Assisted on photo shoots, edited and scanned film, and catalogued past seasons' film for various brands
• Prepared mechanicals and retouched film and color proofs with production department under tight deadlines

Education Fashion Institute of Technology, BFA in Illustration New York, New York