

# Antonio Pavicevac-Ortiz | Front-End Developer

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**BACKGROUND:** My current role encompasses content management of my company's website and work in development. Some of my recent projects include using OAuth and Passport.js to understand who to authenticate and authorize certain data between two systems, using Express and MongoDB to create a simple CRUD application and trying to create a Express sever to expose a RESTful service using Node.js.

Essentially, I am a light-hearted and funny self taught developer who leverages years of design experience (I studied Illustration in college too!), seeking a Front End Developer role (about 2 years of experience).

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## SKILLSET:

- Javascript (Closures, Delegation, Prototypes, This keyword, Module pattern, DOM manipulation, XMLHttpRequest, interested in High order functions, functional programming), jQuery, HTML5 (HTML5 facades, Storage API) (2 years)
- Node.js, Express.js, OAuth and Passport.js, MongoDB, Understanding of MVC architecture, Knowledge of Ember.js (1 year)
- HTML, HTML5 (Semantics e.g. header, footer, article tags ) CSS, SCSS (4 years)
- Git, Bootstrap (1 year)

## TOOLS:

- Sublime Text, Gulp, Stack Overflow, Adobe Creative Cloud (Photoshop, Illustrator etc.), Terminal, Jekyll
- Working knowledge: Wordpress CMS, Demandware CMS

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## WORK EXPERIENCE:

**Avon, New York, New York, Front End Web Developer, November 2012 - Present**

- Integrated JavaScript/jQuery in Representative website to enhance user experience
- Managed Avon app content and collaborated with Testers, Engineers and Designers to ensure release of Application
- Developed websites using standard compliant HTML5 and CSS3 (SCSS) and JavaScript
- 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, New York, New York, 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, New York, New York, 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 in respect to specific vendor store types
- Updated support collateral for in-store use

**Limited Brands Inc. / Victoria's Secret Beauty / La Senza, New York, New York, 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, New York, New York, Web Designer August 2010 - October 2010**

- Worked with back end developers to update website and drive brand identity and recognition; [www.rafaellasportswear.com](http://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., New York, New York, 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](http://www.kvz.com), [www.bmakowsky.com](http://www.bmakowsky.com), [www.tignanello.com](http://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, New York, New York, 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

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**EDUCATION:**

Fashion Institute of Technology, BFA New York, New York

- Majored in Illustration; Minor in Graphic Design

Free Code Camp, Code School, PuraSight, Codecademy

Stack Overflow profile <http://stackexchange.com/users/1383310/antonio-ortiz>