

# Avi Schoenbrun

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Front-End Developer | UI/UX Designer

Since I was young, I've always been enamored by function, structure & design. From Legos to diagrams to my forays into Basic, form and function needed to work together in a streamlined way to achieve what I envisioned. Add to that my intrigue in getting systems to run efficiently - and I was having fun.

Front-end development & UI/UX design seemed to be a natural focus for my career.

I've continued pushing the envelope to learn new languages and hone those under my belt. I'm sometimes taken by my desire to understand a language's rules deeply, as well as what makes them tick behind the scenes.

Helping people is also a passion of mine. I have and continue to work closely with my employers & clients - working to understand how they do business and what their goals are for the project. I handle projects as if they were for my own goals.

It would be a privilege to have a discussion with you about how I can bring a structured, results-driven approach to the table. Let me know what time and venue works for you. Thank you for your time, & I look forward to hearing from you.

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## Front-End Developer & UI/UX Designer

### **SUMMARY**

Creative, technically-minded, solutions-driven front end developer / UI/UX Designer utilizing his problem-solving skills, affinity for effective structure & good design eye to build compelling web applications.

### **HIGHLY EFFECTIVE IN**

- Solutions-driven code
- Effective, professional UI/UX

### **TECHNOLOGIES**

- HTML5
- jQuery
- Wordpress
- Microsoft Azure
- Visual Studio Code
- Trello
- CSS3
- React
- Genesis Framework
- Webpack
- Dreamweaver
- Photoshop
- SASS
- PHP
- Shopify
- NPM
- Notepad++
- Illustrator
- Javascript
- Bootstrap
- Git
- Atom
- Asana
- InDesign

### **EMPLOYMENT SUMMARY**

|                               |                     |
|-------------------------------|---------------------|
| <b>Effective Media LLC</b>    | Feb 2016 - Present  |
| <b>EverDixie EMS Supplies</b> | Dec 2011 - Aug 2015 |
| <b>Dealmed, Inc.</b>          | Jan 2009 - Jan 2011 |
| <b>Freelancing</b>            | Nov 2007 - Dec 2012 |

### **PROFESSIONAL EXPERIENCE**

#### **Effective Media LLC**

**Feb 2016 - Present**

*Founder, Designer & Developer*

- **Chefman** (In-house customer service portal UI design & development)
  - Designed clean, easy to use interface.
  - Developed front-end utilizing HTML5, SASS/CSS3 & Bootstrap while manipulating existing C# code.
- **Gesher Century Challenge** (Website)
  - Utilized PHP scripts and plugins to create a rider registration and profile page creation process that could take 2 minutes to understand & fill out while featuring complex options that dynamically changed the form.
  - Used PHP and plugins to integrate a unique donation campaign for each rider and placed a donation meter on the rider's profile page.
  - Used HTML5 and CSS3 via SASS to create sections with a parallax background and element overlays as well as CSS-only animated buttons.

- **Absolute Earth Naturals** (Website)
  - Designed & developed a fully custom theme and page structure from Wordpress & Genesis framework using PHP, HTML5, CSS3 and Javascript.
  - Developed a banner on the homepage featuring an autoplaying Youtube video and overlaying elements.
- **Blue Ribbon** (Website)
  - Using HTML5, CSS3, PHP and plugins, created a banner management system in the admin backend to allow the client to toggle and edit home page banners at will.
  - Placed header elements aesthetically around existing elements.
  - Used HTML5 & CSS3 to customize form to resemble the client's paper version.
- **Brooklyn Family Pages** (Website, Branding, Graphics)
  - Created a testimonial display system by creating a Wordpress custom post type, using a plugin to change the relevant post admin page to present the necessary fields for the appropriate elements, and using PHP, HTML5, CSS3 & Javascript to alter the Genesis Framework to display the posts in a mosaic format for easier perusal.
  - Using a plugin PHP, HTML5 & CSS3, created a page admin section that allowed the client to easily manage various charts via admin form instead of HTML
  - Using a plugin, created a dynamic order form that changed based on certain form entries
  - Rebranded the client to portray more accurately their wider distribution area and what they provide while maintaining an iconic design.
- **Guttman Realty** (Website)
  - Accommodated logo with thin header using Illustrator to split logo elements, Photoshop to convert to an image & HTML5 & CSS3 to place aesthetically.
  - Using HTML5 & CSS3 created a grid-based real estate listing format.
  - Managed implementation of listing filter via a third party
  - Designed descriptive, theme appropriate icons using Illustrator.

## **EverDixie EMS Supplies**

**DEC 2011 - Aug 2015**

*Director of Marketing & Promotions*

- Used HTML5 & CSS to rework the layout of one of their ecommerce websites to be comprehensive and compelling where it was confusing and cluttered.
- Rebuilt an aged ecommerce storefront to a more modern aesthetic and approach.
- Built an informational website for one of the company's new product brands for sales representatives to refer to.
- Used HTML and CSS to design and code HTML email blasts.
- Took clean, bold product images for the website and Amazon and improved or modified them in Photoshop, leading to increased sales.
- Used Photoshop, Illustrator and InDesign to create branding for subsidiaries & brands. Modernized the branding of existing brands.
- Used InDesign to create compelling booklets and other materials for use in trade shows.
- Used InDesign and Photoshop to create compelling web banners for featured products and offers.

## **Dealmed, Inc.**

**Jan 2009 - Jan 2011**

*Director of Marketing & Promotions*

- Used HTML, CSS3 and PHP to build a Wordpress blog.
- Used InDesign, Photoshop to design HTML email blasts & used HTML & CSS to code them.

## **EDUCATION**

- **New York Interactive Media Training:** HTML, CSS
- **Udemy:** Bootstrap, HTML5, Javascript (in progress)

## **INDUSTRY KNOWLEDGE**

- UI/UX
- Semantic Web
- Wireframing
- Payment Gateways
- SEO
- Visitor Flow
- PCI Compliance
- Responsive design
- Color Theory
- Headless CMS
- Google API