

Balthazar Ely

Front End Developer
balthazar-dev.com

linkedin.com/in/balthazarely/
balthazar.elyj@gmail.com

I am a web developer with professional experience as a graphic designer. I am proficient in JavaScript, HTML, and CSS, and have experience with full-stack web development technologies and frameworks such as React, Redux, Vue, Gatsby, Firebase, and MongoDB. My previous professional experience as a designer includes managing the graphic design department for a national level multi-family investment company, specializing in logo design, marketing strategies, print production, and managing over 180 apartment websites.

Front End Developer

OneTen (DISH Network) • Denver
10/2019 – 2/2021

Work includes creating dynamic creative optimization (DCO) HTML5 banners for Dish network, SlingTV, Dish Latino, OnTech Smart Home Services, and Dish Commercial.

Develop HTML Banners in DCO format, integrating dynamic variables and imagery, that have millions of impressions across the web each day.

- Leverage JavaScript libraries such as GSAP, HTML Canvas, and Flashtalking Ad Server to create interactive banners and click-through rates.
- Collaborate with the in-house design team to help inform the design and functionality of interactive banners.
- Developed banners for SlingTV ad campaign that set a company record with over 70,000 new sign-ups in under 1 hour.
- Perform cross-browser testing, ensuring banners display correctly on all major browsers and mobile.
- Led initiative to update and optimize banners, incorporate new ES6 features, HTML Canvas, and adding dynamic variables to GSAP animations, reducing average development time from one week to just one day per banner set.
- Work with design applications, such as Photoshop, Sketch, and Illustrator to optimize and compress graphics for web use.
- Link to work: <https://bannerbin-552ae.web.app/>

Senior Marketing Designer

Monarch Investment & Management Group • Denver
06/2018 – 03/2019

Responsibilities included designing marketing campaigns for prospective residents, as well as internal marketing and employee retention.

- Developed and managed websites and branding needs for over 140 apartment communities across 14 different states, as well as multiple social media profiles for each property.

- Collaborated with regional teams across the national apartment portfolio to develop regional branding and advertising campaigns.
- Designed all print collateral, including brochures, business cards, and logos, and web design/UX for websites for over 180 communities.
- Supervised graphic design projects for corporate-level departments, including recruiting materials, corporate advertisements, company newsletters, and other internal design work.
- Promoted to the Senior Marketing Designer role on July 10th, 2019, after working as the Marketing Designer for two years.

Marketing Designer

Monarch Investment & Management Group • Denver

06/2016 – 06/2018

Graphic designer overseeing the design of marketing campaigns for prospective residents, as well as internal marketing and employee retention marketing tasks.

Digital Marketing Coordinator

Monarch Investment & Management Group • Denver

05/2014 – 06/2016

Developed and manage websites and branding needs for over 140 apartment communities across 14 different states, as well as multiple social media profiles for each property

Skills

Javascript
 HTML5
 SaSS/CSS3
 Bootstrap, Bulma, MaterialUI, SemanticUI
 Node
 React, Redux
 GatsbyJS
 Vue, Vuex
 REST
 Responsive Design
 Firebase
 GSAP
 Framer-Motion
 GraphQL
 Git/Github
 Adobe Suite
 Sketch
 Logo/Print Design
 Web Design

Education

General Assembly • Denver

Software Engineering Immersive

06/2019 – 10/2019

Learned full-stack web development in a 400+ hour immersive course, specializing in HTML/CSS, JavaScript, React, Express, Python, and other frameworks and libraries.

University of Colorado Denver • Denver

B.S. Business Administration

2010 – 2014

Emphasis in Marketing