

Balthazar Ely

Front End Developer

Balthazar-dev.com

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I am a web developer with professional experience as a graphic designer. I have professional experience with JavaScript/TypeScript/Angular, 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

NeoTreks • Castle Rock

3/2021 – Present

Specialized in building web applications using Angular, focusing on geo-spatial and ecommerce businesses.

- Build pixel-perfect user interfaces with Angular 11, React/Gatsby, Material/Bootstrap/TailwindCSS..
- Focus on building highly scalable code, including reusable components, developing and taking an active role in developing the app architecture and best practices.
- Collaborate with backend developers to assist with integrating GraphQL API with web applications.
- Build static websites/blogs for various company products with GatsbyJs and Sanity Headless CMS.
- Take part in weekly status meetings with clients to inform of progress and make recommendations for future development.
- Utilize previous design experience to make recommendations and design pages/graphics when needed.

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.

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.

Skills

Javascript
 HTML5/SCSS/CSS3
 Bootstrap, Bulma, Material, TailwindCSS
 Angular/RxJs
 React, Redux
 GatsbyJS
 REST
 Responsive Design
 Firebase
 GSAP/Framer-Motion (JS Animation)
 GraphQL
 Git/Github
 Adobe Suite/Sketch/Figma
 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