

Daniel Singer

Web Designer | Front-End Developer

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Summary

Over 5 years of experience designing and maintaining digital presences for B2B and B2C software products. Experience includes website development, UX design, graphic design, email marketing, print design, content and social media strategy, and project management.

Skills

Marketing web design

Created brand experiences that delight, inform, and encourage website visitors to convert, utilizing modern and responsible practices and UX.

Front-end development

Written effective and flexible styling frameworks and pages. Performance, progressive enhancement, and maintainability are prioritized.

Cross-departmental UX

Focused on a consistent user experience wherever the user interacts with the brand, including email, social media, and documentation.

Employment

Axosoft (Feb 2011 – Oct 2016)

Web Designer/Developer and Marketing Coordinator | Scottsdale, Arizona

Oversaw the development and maintenance of product websites at Axosoft. Primarily, improved website functionality, design, and content to meet marketing goals. This everyday front-end work included working with HTML, CSS (as Stylus preprocessing language), and JavaScript, both vanilla and jQuery. As the primary maintainer, designed and iterated on processes to keep these websites easily updated by any member of the team. This included working with concepts and technologies such as Grunt, node.js, Git, Git-flow, CSS frameworks and style guides, and more. Designed a central CSS framework ("Axostyle") for these sites that is now used in product as well.

Involved in various other aspects of marketing, including content strategy, graphic design, branding, social media management, and more.

Selected Projects

Visit chilblane.com for project links and additional information.

World of Warcraft Armory Redesign (Spring 2017)

Explored an unsolicited redesign of Blizzard's Armory website for World of Warcraft characters. The intent of the exercise was to closely adhere to their existing style guide and code. Received significant praise and feedback from the WoW community.

Axosoft 17 Design Exploration (Fall 2016)

Created a series of mockups exploring what the Axosoft product could look like with updated branding and design language, and some UX and UI improvements. Worked with the product team in implementation of these changes for Axosoft 17.

Axosoft Blog Redesign (Spring 2016)

Redesigned the Axosoft company blog to adhere to recent styling changes as well as gain more experience in Wordpress development and blogging user experience.