# David Friedman
## Front-End Web Developer and Designer

Skilled and efficient Web Designer with a passion for creating and curating the best work possible for the individual needs of the client.

## Design and Development Projects

### International Mental Health Association
**Masters Thesis Project**                **August 2021- December 2021**
Thesis Project for MA of Web Design and Online Communication. Team of 7 was tasked with designing new visual brand identity and digital strategies for IMHA. Utilized brand research, competitive analysis, working in a team, Adobe Creative Suite, WordPress, PHP, HTML, CSS, JS, Bootstrap, and LESS.

### UX/UI Research
**Expert analysis of UFL.edu**                **March 2021-May 2021**
A team of five UF graduate students conducted an expert review of the UF Website. Five users participated in the study, which focused on areas with known or suspected usability issues potentially impacting users. The team was able to become familiar with the site and gather initial information. This report details usability issues discovered on the UF website through testing. Utilized Adobe Creative Suite, Microsoft Suite, UX/UI market research, and WCAG Standards.

### Sea Turtle Conservancy
**Masters Project**                **July 2021- August 2021**
Collaborated in a team of 4 UF graduate students to create and develop a new brand identity to the Non-Profit "Sea Turtle Conservancy" from Gainesville, Fl. Utilized brand research, competitive analysis, working in a team, Adobe Creative Suite, WordPress, PHP, HTML, CSS, JS, Bootstrap, and LESS.

### Mermaids and Tadpoles
**Masters Project**                **April 2021- May 2021**
Designed visual brand identity to a swim instructor in Jacksonville, Florida. Utilized brand research, competitive analysis, Adobe Creative Suite, HTML, CSS, JS, Bootstrap, and LESS.

### Theatrical Branding
**Freelance work**                **August 2020- Current**
Designed and created branding for theatrical company. Turkey Creek Collective. Was hired to create a logo and visual identity for a new theatre collective in the Tampa bay area. Utilized the entire Adobe Creative Suite, as well as client facing work.

### Portfolio Websites
**Freelance work**                **August 2018- Current**
Designed and coded actor websites as well as different types of portfolio websites for clients individual needs. Created custom Wordpress theme for each project allowing client to maintain site themselves. Utilized branding, working with a client, PHP, HTML, CSS, JS, Bootstrap, and LESS, Squarespace, WordPress, Wix.

## Connect

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http://davidbfriedmanofficial.com/

www.linkedin.com/in/david-b-friedman

https://github.com/dbf222

## Professional Experience

### Professional Materials Management
**Project Specialist**                **May 2019- Current**
Contributed to, and implemented, organizational plan for maintaining critical repair parts inventory in storerooms all across the Southeast. Utilized Microsoft Suite for data collection, 5S storeroom process implementation, Utilizing and organizing Granger and Motion products.

## Education

### Masters of Arts- Web Design and Online Communication
The University of Florida | Graduation with Distinction
August 2020- December 2021

### Bachelors of Fine Arts- Musical Theatre
The Pennsylvania State University
August 2015- May 2019
*Theatrical Resume available on request*

## Skills

- Front-End Development: HTML5, CSS, Javascript, Bootsrap, LESS, SEO
- Back-End Development: PHP, MySQL
- WordPress, Wix, Squarespace
- Git Version Control
- Adobe Creative Suite (InDesign, Illustrator, Photoshop, InDesign, Premiere Pro, XD)
- Microsoft Suite (Word, Excel, PowerPoint)
- UX/UI
- WCAG Standards, Cross-Browser Compatibility
- Print Design
- Visual Design
- Interactive Design
- Responsive Design