Anthony Morlett

Shopify Developer, UX, UI Designer

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WORK EXPERIENCE

ICF International | March 2021 - Current
Front End, E-commerce - Freelancer
- Maintained CSS within Shopify liquid files and customized these files for various products
- Evaluated and created new pages, plug-ins, and images to maintain branding guidelines
- Performed HTML, Javascript fixes

Bear Den | Jan 2018 - May 2021
Shopify-WordPress Developer / UX
- Generated wireframes and comps for validation with business owners and stakeholders
- Designed a style guide for developers on different sites
- Validated business models, established use cases & created user personas

FSPI Sports | August 2017 - December 2018
UI/ UX & Front End Developer
- Analyzed and improved user experience that grew profit and customer loyalty by 20%
- Created and deployed marketing campaigns for Shopify, Amazon, and social media
- Developed guidelines and maintained 4 different brands with ECommerce websites on Shopify

Topco | September 2016 - July 2017
UI/ UX & Front End Dev
- Performed user research and identified opportunities to improve user experience
- Implemented strategies that resulted in customer loyalty growth by 45%
- Used interaction design to solve customer retention and maintained user base
- Built a new site for Shopify with marketing and UX in mind which resulted in revenue growth

SKILLS

Web Development
Interaction Design
UX/UI Design
Javascript
React
Wordpress

DEV TOOLS

Wordpress
Shopify
Adobe Creative suite
Kalvio (email marketing tools)
Excel
Online Productivity Tools

TOOLS

Adobe Creative suite
Bootstrap
Axsure
Sketch
Shopify

RECOGNITION

Nominated for best UX
Speaker at Skool Rocks
Intern Leader at Gamefly
UXPALA Leader
Shopify Certification

EDUCATION

The Art Institute of CA,
BA' of *Arts in Web Design & Interactive Media* | September 2013