







## PERSONAL DETAILS

Name	 Jeff Ginsburg
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## EXPERIENCE

### Sizmek

October 2015 – Present

#### Art Director - East Coast

- Responsible for the quality and results of a team of designers and developers creating some of the best and most innovative banner ads.
- Drive clients to find the best solution for unique and challenging creatives, and develop dynamic strategies for complex rich media.

### Sizmek

Oct. 2013 – Oct. 2015

#### Creative Mobile Developer, Team Lead - East Coast

- Build rich media for mobile web, desktop and in-app utilizing HTML5, CSS, and Javascript under tight deadlines.
- Act as a liaison between editorial and development teams
- Collaborate with Project Managers, Traffic Managers, and Art Directors to gather campaign info to help build and scope projects
- Translate client files (HTML/PSD's/PDF's) to work with Pointroll's proprietary platform
- Ensure campaigns function properly on publisher pages across all devices and browsers

### Miles Technologies

June 2010 – June 2013

#### Senior Graphical & User Interface Developer

- Responsible for creation of web interfaces, master pages and control skinning for custom software solutions.
- Responsible for quality of user interfaces designed for all custom developed software applications as well as new and existing feature development.
- Responsible for coordinating mockups for all new system designs.
- Coordinate graphics integration to applications.
- Analyze UI for systems during QA phase of project in order to provide recommendations on modifying the code / display in order to be more user-friendly and/or intuitive.

### Purple Lion Design


Sept. 2011 – Present

#### Co-Founder, Web Developer, Project Manager

- Responsible for creation of all graphics and user interface related items.
- Responsibilities Include initial project designs, master page creation, UI updates as well as marketing & branding decisions.
- Work for custom software clients include designing, mocking up and developing screens for corporate websites, Greek Solutions products and all additional custom software solutions.

## PROFILE



 [facebook.com/jeff.ginsburg.39](https://facebook.com/jeff.ginsburg.39)  
 [linkedin.com/in/jeffginsburg](https://linkedin.com/in/jeffginsburg)

I am a hybrid User Interface Developer and a Front-End Developer that focuses on websites that are both stylish and intuitive. Throughout my career I have created applications and responsive websites for desktop, tablet, and mobile devices; and I have had the pleasure of creating work for companies ranging from luxury automotive manufacturers to small family-owned businesses. Complete descriptions of companies I have worked with can be found below, in my resume and in the UI Design, Web Development and Mobile Ad pages.

I enjoy creating designs that not only catch the eye for being visually attractive, but also surprise with their simplicity and ease of use. I see the web as an ever changing entity, and I use new technology that produces better results.

## EDUCATION

College	Drexel University (Philadelphia, PA) Bachelor of Science in Digital Media <i>Graduated Cum Laude</i>
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## SKILLS

### ★ Specialties

Web Design  
User Interface Design  
Mobile Ad Creation  
Logo Design

### 💡 Knowledge

Design  
Typography  
Technical Writing  
Responsive Design  
Project Management  
Typography

### 🖥 Languages/Software/SDK

Adobe Creative Suite  
HTML/HTML5  
CSS/CSS3  
Javascript  
jQuery  
MRAID  
AdMob  
AdMarvel  
MoPub  
Wordpress  
Blogger  
Microsoft Office