Leisl Schrader

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Summary

Creative coder with 8+ years experience in front-end Web development. Strong passion for innovation, best practices, elegant solutions, and insanely high standards.
Additional experience in graphic design and advertising.

Experience

6.2011 – present

Senior UI Developer / Publicis / New York, NY

Built new front-end interfaces for Web sites, Facebook applications, and e-mail marketing. Implemented new Web standards practices, and led initiative to adopt responsive web design. Clients include Citigroup, L'oreal, and Sanofi.

8.2009 – 6.2011

Interactive Developer / JUICE Pharma Worldwide / New York, NY

Developed Web sites, Flash applications, and e-mail marketing; implemented and evangelized a company-wide content management system; implemented Web standards practices; managed junior developers.

1.2008 – 2.2009

Web Developer/Designer / Playboy Enterprises / New York, NY

Designed and produced visual materials for integrated Web/print marketing campaigns, including logos, signage, websites, banners, skins, email marketing, print collateral, and advertisemets for a large international lifestyle and media brand.

6.2007 – 12.2007

Web Developer/Designer / MusicToGo Media / New York, NY

Designed corporate identity materials; conceptualized and executed Flash animantions; created original skins and advertising panels for software products; developed promotional Web sites.

5.2004 – 1.2006

Web Developer/Designer / Public Relations and Marketing Group / Patchogue, NY

Met with clients to assess their needs; planned Web site models; designed and developed Web sites

Skills

Languages / HTML 5, CSS (Sass, Compass), JavaScript (jQuery), ActionScript 3, PHP
Software / Adobe Creative Suite (Photoshop, Illustrator, InDesign), Adobe Flash,
Source control (Git, SVN), OSX Terminal

Education

9.2003 – 5.2007

B.F.A., Graphic Design / School of Visual Arts / New York, NY