



Robert Asaad

DESIGNER & DEVELOPER

Objective

To design beautiful, modern layouts for your brand through wireframes, mockups and prototypes and develop them through clean and efficient code.

Experience

CUMULUS NETWORKS / FRONT-END DEVELOPER 9/2015 - Present in Mountain View

Responsible for front-end development and UX/visual design on the customer-facing website and all associated online experiences.

FICO / WEB DESIGNER & DEVELOPER 3/2014 - 9/2015 in San Jose

Drove the creative strategy for the consumer division's marketing team. I maintained and produced assets for the consumer-facing website, landing pages, email campaigns and SEM/affiliate channels. I also developed A/B tests in Adobe Target and Optimizely to improve revenue conversion.

eMARKETING360 / UI DESIGNER 5/2012 - 3/2014 in Santa Barbara

Designed the UI for iOS and web apps for Hyatt, Omni and Wyndham brands using Adobe Photoshop and then built those apps in Xcode using JSON objects. I also created websites in HTML and CSS for the above brands.

FREELANCE WEB DESIGN 2/2011 - 1/2015

Designed and developed websites in HTML and CSS using the WordPress and Magento content management systems for small companies across the country.

Designed and built websites for local businesses using HTML and CSS in the DotNetNuke & MODX content management systems.

Education

SANTA BARBARA CITY COLLEGE

8/2012 - 12/2013 in Santa Barbara

Certificate in Computer Science

Studies in Java, C++, data structures and UNIX

3.6 GPA

UNIVERSITY OF HOUSTON

8/2002 - 5/2008 in Houston

Bachelor of Arts in Communications - Advertising & PR

Minor in Studio Art

Professional Skills

SKILL	NOVICE		INTERMEDIATE		EXPERT	
Adobe Photoshop	★	★	★	★	★	☆
HTML5	★	★	★	★	☆	☆
CSS3	★	★	★	★	☆	☆
JavaScript	★	☆	☆	☆	☆	☆
jQuery	★	★	☆	☆	☆	☆
WordPress	★	★	★	☆	☆	☆
Bootstrap/Foundation	★	★	☆	☆	☆	☆