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Joshua E. Rosenfeld

Objective: To obtain a high-level position with an agency/media/marketing/technology firm that can utilize my skills and unique experiences in a positive way that's beneficial for all.

Work Experience

2013–2015: Sneaky Media, LLC - Dallas, TX

Founder & CEO

- iPhone and Android application development company with over 5 apps on iTunes.
- Private UI/UX consultation and development for a select group of clientele.

2014–2015: Sabre Holdings - Dallas, TX

UI/UX Developer

- Developed next generation enterprise application in a mobile, responsive format.
- Utilized Agile methodologies to maintain and manage projects and team members.
- Rose to manage a large team of developers spread out over four continents.

2014: Confidential - Dallas, TX

UI/UX Developer

- Developed responsive front-end for a 3 billion page views a month website.
- Designed and developed multiple ancillary vertical sites to support parent site.

2013: Yum Brands - Plano, TX

Consultant

- Worked with large teams utilizing multiple intraoffice tools to analyze their systems.
- Created multiple wireframes, charts, diagrams, and documentation to enhance it.

2011–2013: Boxstar, LLC - Dallas, TX

Creative & Technology Director

- Built and maintained company website, intranet, and databases.
- Designed, developed and programmed mobile and iOS applications.

2008–2011: Rosenfeld Consulting, LLC - Dallas, TX

Creative & Technology Director

- Worked with a variety of clients to build and maintain consumer facing websites.
- Managed SEO and PPC campaigns for clients in a variety of markets.
- Developed social media marketing campaigns for Facebook and Twitter.

2001–2008: Corboy & Demetrio, PC. - Chicago, IL

New Media Director

- Developed and maintained all websites and online ventures.
- Built and programmed key internal databases and custom intranet.
- Key involvement in over \$100 million worth of successful cases.

1999–2001: Vivid Entertainment - Van Nuys, CA

Web Division, Director

- Created and managed web development/marketing department.
- Increased online revenue from \$0 to \$16 million in less than a year.

1998–1999: Arthur Andersen, - Chicago, IL

New Media Developer

- Created custom imagery for daily online company site.
- Developed custom interactive Web applications for marketing.

1993–1998: Freelance/Contractor - Chicago, IL

New Media Developer

- Developed interactive media for Apple, Avid, Kraft, Playboy, Leo Burnett, etc.

Formal Education

1989–1993: B.S. - Telecommunications, Michigan State University - East Lansing, MI

Technical Skills & Applications Expertise

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|---|---------------------------------------|
| • UI/UX design and wireframing | • Complete Adobe Creative Suite |
| • Responsive web design, SPAs | • Balsamiq, MindMaps, OmniGraffle |
| • CMS development and integration | • HTML5, CSS3, LESS, jQuery |
| • Video, videography & compositing | • Bootstrap, Phonegap, xCode |
| • 3D modeling and animation | • Angular, Handlebars, React.js |
| • Social Media Integration | • Git, Node, Grunt, Command Line |
| • Mobile & social media strategy | • Titanium, Sencha, Flux, Crucible |
| • iPhone and Facebook app development | • Dynamic AJAX & PHP, ColdFusion |
| • Interactive, database driven GUI's | • PPC/CPM/PPA advertising w/analytics |
| • Print and graphic Design | • WordPress, Joomla, Drupal, ModX |
| • Traditional media marketing | • Radio, Audio, and Video Production |
| • Agile methodologies, VersionOne, OnTime | • Word, Powerpoint, Excel, Outlook |