Todd Croak-Falen — Frontend Web Developer

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Summary

Creative frontend web developer with focus on UI/UX. Strong artistic, analytical, and empathetic skillset with deep concentration on long projects. Published author who has designed own website and email list.

Experience

UI/UX Designer | fusionZONE Automotive, Inc. | Pacific Palisades, CA | 2018 – Present

- Designs and codes mobile-first web pages for Acura, BMW, Chrysler, Chevrolet, Dodge, Harley-Davidson, Honda, Hyundai, Jeep, Kia, Nissan, Ram, and Toyota dealerships nationwide.
- Observes compliance guidelines for all brands.
- Observes web UX and SEO best practices.
- Creates Adobe XD mockups.
- Researches and identifies UI, UX, and technical issues in order to recommend solutions.
- Works with implementation managers, client services, backend development, and graphic design teams to deliver projects on time.
- Tracks issue progress in Jira.

Front End Web Developer | TCF Web Design | Los Angeles, CA | 2016 – Present

- Designs and codes mobile-responsive websites.
- Consistently learning new technologies to expand and improve skillset.

Coordinator, Office Administration | Sundance Institute | Los Angeles, CA | 2010 – 2017

- Managed Los Angeles office administration functions, workstations, and parking for a staff of over 100.
- Supervised reception team.
- Served as budget manager for the LA admin budget. Ensured expenses were coded and tracked, and projections were accurate. Submitted invoices and approvals to Accounting. Managed petty cash.
- Regularly and proactively streamlined office workflow processes.

Education

The Coding Boot Camp at UCLA Extension | Los Angeles, CA
Chapman University | BFA Film Production | Orange, CA

Skills

HTML5, CSS3, Bootstrap 4, Foundation, Adobe XD, Adobe Photoshop, JavaScript, jQuery, Jira, Desk.com, and more.
Google Ads & Google Analytics certified.

Interests

HTML5, CSS3, JavaScript, Udemy courses, creative writing, reading fiction and nonfiction, hiking, filmmaking, cycling, personal finance, investing, chess, sensory deprivation tanks, Krav Maga.