Todd Croak-Falen — Frontend/UI Developer

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Summary

Creative frontend/UI developer who enjoys concentrating deeply on large projects. Strong artistic, analytical, and empathetic skill set. Published author who has designed own website and email list.

Experience

Frontend/UI Developer | TCF Web Design | Los Angeles, CA | 2016 – Present

- Coded frontend for PlayNetwork's iPad user interface in The North Face retail stores.
- Designs and codes mobile-responsive websites.
- Creates Adobe XD wireframes, mockups, and prototypes.

UI/UX Designer | fusionZONE Automotive, LLC | Pacific Palisades, CA | 2018 – 2019

- Designed and coded mobile-first web pages for Acura, BMW, Chrysler, Chevrolet, Dodge, Harley-Davidson, Honda, Hyundai, Jeep, Kia, Nissan, Ram, and Toyota dealerships nationwide.
- Consistently exceeded clients' design expectations.
- Observed compliance guidelines for all brands, and web UX and SEO best practices.
- Created Adobe XD wireframes, mockups, and prototypes.
- Worked with implementation managers, client services, backend development, and graphic design teams to deliver quality projects on time.
- Tracked issue progress in Jira.

Office Manager | Sundance Institute | Los Angeles, CA | 2010 – 2017

- Coordinated five vendors plus property manager to complete $40K office buildout on time and in budget.
- Negotiated copy machine leases to save $8K/year. Saved further by defaulting machines to black & white.
- Saved $400/mo. by changing AT&T plans. Reversed $10K of international roaming data charges.
- Negotiated special storage unit rate with property managers, saving $300/mo.
- Official job title was Coordinator, Office Administration; duties were that of an office manager.

Education

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

Skills

HTML5, CSS3, Bootstrap, Foundation, Adobe XD, Adobe Photoshop, JavaScript, jQuery, Jira, Desk.com, BEM, Atomic Design. 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.