

Joel Rosenthal

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About

Nine years UX design and development experience with an emphasis on collaboration, creativity, and pixel-perfect implementation. From project conceptualization to final production, I specialize in bridging the gap between design and engineering teams.

Experience

June 2013 - November 2015

Citrix Systems, Santa Clara, CA – *Senior Prototyper*

- Created and managed Prototyping as a Service (PaaS) team. Provided UX development support for enterprise product teams including: NetScaler, CloudBridge, XenMobile, LifeCycle Management, Citrix Workspace Cloud.
- Developed and maintained custom-themed Bootstrap standards component library and coordinated implementation with design and engineering teams.
- The go-to person for all front-end development projects within Custom Experience team.

Skills Used: *Bootstrap, Sass, Less, Angularjs, CSS, HTML5, Grunt, Node.js*

January 2011 - June 2013

Citrix Systems, Santa Clara, CA – *Product Designer/Prototyper*

- Designer and developer of Citrix Product Design Standards website and jQuery component library.
- Prototyper and UX designer for Citrix Creative Strategy Group. Focused on strategic design direction and innovation concepts.

Skills Used: *PyroCMS, CodeIgniter, Drupal, Linux, mysql, Subversion, Git, CSS, HTML5*

January 2009 - January 2011

ETR Associates, Scotts Valley, CA – *Web Developer*

- Maintained design, development and content of 3 high-traffic websites for the Corporation of National and Community Service.
- Followed strict accessibility (Section 508, WCAG Priority 2) standards.

Skills used: *Web Design, Minor Prototyping, HTML, CSS, jQuery, PHP, Content Editing*

January 2003 - January 2009

Todd Rosenthal Design, Elk Grove, CA - *Project Manager/Web Developer*

- Managed daily operations of company including: client communication, contractor management, and project management
- Developed and maintained several website projects.
- Managed hosting and email accounts for all clients.

Education

1996 - 1998

University California Davis, Davis, CA

Bachelor's degree, English Language and Literature/Letters