



Digital 01 Media

< Objective />

My goal is to become associated with a company where I can utilize my skills to gain further experience while enhancing the company's productivity and reputation. With tablets and smart phones a majority of web traffic,

responsive design has become the new web. My skills include UI/UX Design, information architecture, responsive web development, and graphic design. I have worked for clients such as Moonstone Interactive, Artemia Communication, ReadyTech and Avnet. I assembled Digital 01 Media so that I can market myself to gain contracts or full time positions. At ReadyTech I designed mock up wire frames, information architecture, illustrated icons, flow charts, develop interactive prototypes / application modules, SEO/Analytics, KPI (call to actions), and business stationary. I helped design and develop www.readytech.com B2B site.

< Education />

Cal State University East Bay 2010-2012

B.A. in Multimedia/Web Design & 2nd Option in Graphic Design

Las Positas Livermore, CA 2007-2009

A.A. Visual Communications, Award Winning Design Shop

< Work Experience />

<!-- Avnet --> November 2016-May 2017

As UX and Web Designer at Avnet I worked with a large team to migrate over 1500 web pages in IBM WebSphere. Avnets rebrand took place over a period of 1 year, collaborating with both marketing, development and design teams. I had a hybrid role as both a web and UX designer. As UX designer I designed page layouts and brand guidelines for the rebranding of Avnets entire company. Once the design was established web designers, including myself, populated the layouts created by the UX team with content using HTML and CSS inside of IBM WebSphere. Commerce for Avnet products was a complex system updated to manage products along with their descriptions and images.

- UX design for page layout and brand guidelines on Avnets E-commerce site at avnet.com for online electronic component merchandise.
- Update the sharepoint intranet with context, images, interactive banners, and marketing documents.
- IBM WebSphere CMS page content layout for manufactures, products, services and other template pages.
- Migrate over 1,500 web pages into a newly designed IBM websphere CMS to merge avnet.com and products.avenet.com with its new branding style and guidelines.

< Contact />

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< Skills />

Software

- Sketch, Illustrator, Photoshop, Proto.io, Invision for interactive prototypes, wireframes and pixel perfect layouts.
- Bootstrap, Zurb Foundation framework expertise for mobile development and rapid prototyping.
- Dreamweaver and netbeans IDE for developing HTML, CSS, and Javascript.
- Subversion Git/SVN
- Jira for development communication and tickets for tasks.
- NGINX/Apache, Java Tomcat, MAMP/ XAMPP development environments.
- IBM WebSphere, Wordpress, Joomla, SharePoint and Drupal.

<!-- Sherbit Health --> July 2016-November 2016

Worked closely with Sherbit Health CEO to establish the Information Architecture of a health web application. Once we established the information required I began to design about 3 versions of the application user flow with Sketch software. This is a start up environment where we worked at a fast pace and responsible for various tasks. I also developed the marketing site at <http://www.sherbithealth.com/> along with SEO.

- Organized Information Architecture and Wire Frames to establish the different views needed for the web application.
- Created pixel perfect Sketch designs for each view of the application. Populating the designs with accurate charts and context.
- Developed <http://www.sherbithealth.com/> marketing site along with some SEO keyword and description research.
- Consulted with Sherbit Health CEO about how to market the product for monetization. Including different membership packages for health care facilities.

<!-- Artemia Communications --> June 2016-November 2016

Artemia is a ISO certified PR and marketing agency. At Artemia there would be many projects, I would need to transition from one to another. At the agency I was responsible for various tasks from SEO, SEM, Web Development, Graphic Design, Wire Frames and Information Architecture.

- Customize multiple Wordpress site themes to represent provided design, be responsive and discussed functionality.
- Information architecture, wire frame mock ups and flow charts along with analytic metrics to track user data. E-commerce development for calls to action and product taxonomy for SEO.
- Participate in creative briefs to collaborate on user experience as well look and feel. Working with style guides from various companies that provide a understanding of the companies cohesive branding style.

<!-- Digital 01 Media --> April. 2010-Present

The fictitious business name Digital 01 Media is how I present my professional skills. All web sites are developed to be SEO semantic with Google analytics and web master tools. I improve the users experience by designing for mobile with bootstrap framework. Professional skills includes information architecture, wire frames, prototyping, web development, and digital marketing. Please view my online resume at:

www.digital01media.com/onlineresume/brett_senna/

- SEO and SEM with Google Addwords and Analytics.
- Twitter Bootstrap and Zurb Foundation mobile responsive frameworks.
- Custom theme development for Wordpress, Drupal, and Joomla CMS.
- Information architecture, wire frames, interactive prototypes, and after/before testing.
- Use of Git/SVN subversions, Jira (Atlassian) ticketing system and development communication software.

Strengths

- Responsive design and development using Bootstrap and Foundation.
- Theme design and layout for CMS.
- Custom theme development for Wordpress and Drupal.
- Sketch for wire frame information architecture, user flows and layout.
- Cross browser interactive prototypes for user interaction demonstrations.
- Management of intranets such as SharePoint.

• Self starter who learns and succeeds along side a collaborative team.

Implementation

- Creative processes to organize information architecture, high fidelity designs, wireframes, and interactive prototypes.
- Develop and design custom responsive CMS themes, landing pages, and marketing strategy with analytics.
- Update CMS and intranets content.
- Subversion with Jira ticket system for development collaboration.
- Analytic reports for user flows, marketing, and A/B testing.

<!-- ReadyTech Corporation --> Feb. 2012-May 2016

At ReadyTech my job is UI /UX designer and web developer. Information architecture, wire frames, user flows and interactive prototypes start a great application or web site. This creative process is used at ReadyTech for each application or marketing site. Primarily I work on web projects but sometimes desktop application mock ups and user flows. To learn more about ReadyTech visit www.readytech.com.

- UI development for ReadyTech's purchase portal (<http://google.buyhostedtraining.com>), Instructor Led Training (<http://hp.instructorled.training>), Self-Paced portal (<http://emc.selfpaced.training>), Admin Portal (<http://admin.readytech.com>) and internal Training Management System TMS.
- Information architecture, wire frame mock ups, flow charts, and high fidelity photoshop files to convey a application/web sites look and feel. Once this is established a interactive prototype would be developed to show functionality.
- Web development for marketing sites. SEO and A/B testing for B2B sites. (www.readytech.com <http://step-info.readytech.com>)
- Graphic design for pricing sheets, icons, white pages/PDF's, and complex network configurations.
- Responsible for updating the sharepoint intranet site with marketing materials and site context. Materials were shared and collaborated with amongst employees for design feedback.

<!-- Moonstone Interactive --> June 2014-August 2015

Moonstone works with leading edge responsive technologies for their clients. Applications and CMS content management systems developed are optimize for SEO and responsive to devices. As a contractor I'm assigned tickets for tasks involving Front End Development, QA cross browser issues, and Bootstrap responsive design themes or templates for various projects. Working in this design studio environment I was able to quickly transition between various projects.

- Custom theme development for Wordpress, Kintico, Drupal, and Joomla corporate web sites.
- Cross browser manual QA testing using virtualization (vagrant, virtualbox, VMware) software.
- Bootstrap responsive framework for mobile web sites or applications. Bootstrapped AngularJS application for resumator.com now jazz.com.
- Git subversion with Jira ticket system for reporting bugs and development communication.