

BRIAN WEINER

UI/UX Designer and Developer

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WEB

HTML5 / PHP

CSS3 / SASS / Gulp

JavaScript / jQuery

WordPress / ACF / CPTUI

Plesk / cPanel / phpMyAdmin

Web Accessibility (WCAG)

PROTOTYPING & DESIGN

InVision

Sketch

Photoshop

Illustrator

InDesign

PROJECT MANAGEMENT

GitHub

Slack

Basecamp

Trello

EMAIL MARKETING

Bronto

MailChimp

Campaign Monitor

Litmus

ADDITIONAL SOFTWARE

Coda

CodeKit

MAMP

xScope

Final Cut Pro

Premiere

After Effects

ANALYTICS & TESTING

Google Analytics & Google Data Studio

Optimizely

Siteimprove

EDUCATION

Bradley Academy for the Visual Arts

Associate of Arts specializing in Digital Design

December 2003

Ongoing Education via Treehouse

EXPERIENCE

UX Developer at Vitamin • 2016 – Present

- Code user interfaces into intuitive, engaging, and fully-responsive websites
- Create UX strategy using sitemaps, user personas, content hierarchy, and wireframes
- Take interfaces designed for desktop and translate for mobile experiences
- Hand-code completely custom and admin-editable WordPress websites
- Work closely with designers to ensure optimal user experience
- Solve user interface problems and strengthen user journeys
- Improve designs based on a user's ability to successfully utilize a website
- Designed a custom and adaptable rapid development framework
- Coded library of common website elements to assist in rapid development
- Developed internal checklists to ensure thorough web launch processes
- Review analytics and optimize existing websites for improved conversion
- Manage all clients' email marketing campaigns

Digital Designer at National Aquarium • 2012 — 2016

- Managed the National Aquarium email marketing campaign
- Designed and hand-coded engaging and responsive emails
- A/B testing—subject line, date and time of send, audience, and content
- Calculated and reviewed analytics to execute campaign strategy
- Contributed user experience strategies and planning to website redesign
- Designed user experience improvements for the National Aquarium app
- Redesigned and refined user interfaces for mobile experiences
- Collaborated on wireframes, page layouts, and user interface designs
- Held in-person user testing sessions and optimized web product usability
- Administered digital membership cards for Apple Wallet and Android Pay
- Designed for all digital channels, including social media platforms
- Hired and managed interns and freelancers

Web Designer & Developer at Internet Strategy Group • 2005 — 2012

- Designed and hand-coded intuitive and effective websites
- Created conversion-oriented pay-per-click and pay-per-lead campaigns
- Optimized existing campaigns based on analytics to increase conversion
- Worked with the analytics team to establish and achieve campaign goals
- Utilized search engine optimization best practices
- Produced engaging and personalized email marketing creative
- Designed and prepared miscellaneous print projects