

KEVIN A FARRAR

WEB DEVELOPER + HYBRID DESIGNER

PROFESSIONAL STATEMENT

With 11+ years total in web development, 6+ years as a web developer and 4+ years as a web designer, I have a strong background in developing online content. During my career I have developed responsive e-commerce sites, single page parallax sites, personal portfolios, Wordpress themes, blogs, forms, wire frames, SEO driven content pages, CMS tools, LAMP stacks, UI assets and multi-brand emails.

EXPERIENCE

2017 - now

FREELANCE DEVELOPER + DIGITAL DESIGNER

- **Aloette Cosmetics** - created email templates and setup Elite campaign in SendGrid
- **Creative Mischief** - created forms, content pages and custom liquid components for Shopify site. Also build custom themes for a WordPress site.
- **The Burke Management Firm** - updated websites and converted PR flyers into PDFs
- **The Simpson Organization** - created bifold flyers for Johns Creek offices
- **SolutionsW4Change.com** - updated solutionsw4change.com for new campaign

2011 - 2017

UI & FRONT END WEB DEVELOPER

Astral Brands

Contributed to strategic decisions with the e-commerce and design teams. Built social rewards content, wireframes, UI assets, and custom themes(*Bootstrap & WordPress*). Worked with Ruby on Rails and Liquid(*Shopify*) through an in-house CMS tool.

- Optimized all brands' websites for speed and responsiveness
- Assisted back-end developers with CSS tricks and troubleshooting
- Contributed to strategic decisions with the e-commerce and design teams
- Adhered to best standards in writing maintainable code

2007 - 2011

WEB DESIGNER

Astral Brands

Used W3C standards to create SEO friendly websites and apps. Created landing pages, media video players, rotating banners, multi-brand emails, forms, shopping carts, social icons and product swatch UI.

- Demonstrated understanding of Internet design issues(*browser usability, cross-platform compatibility, color and quick loading of images, etc.*)
- Added analytics/tracking tags(*metadata*) for search engines & social media to improve SEO positions
- Developed and maintain Flash applications for rich media delivery through websites by using ActionScript, XML and other techniques for streaming.
- Designed and constructed CAN-SPAM compliant HTML e-mails for dynamic content and A/B testing while constantly supporting brand guidelines.
- Created UI assets from guidelines provided from the Graphic team
- Trained customer service teams and marketing team on new web interface tools and CMS admin tools.

EDUCATION

2002

Savannah College of Art & Design

BFA in Sequential Art

PROFILE

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Smyrna, GA 30080

Phone

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Email

designer@kfdzine.com

Website

http://www.kfdzine.com/

SKILLS

Professional

HTML5, XML, PHP

CSS3, LESS, SASS

JS, JSON, JQuery

UI + UX Design

Ruby on Rails, Liquid

SEO, E-Commerce

Git, Gulp, NodeJs

React, Angular 4

REFERENCES

Andrew Hughes

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