

Leonard Osvatic

Phone: 972.832.9189 / Email: losvatic@twc.com / Portfolio: www.losvatic.com

Technical Proficiency

Scripting Languages: HTML, HTML 5, CSS, CSS3, JavaScript, JQuery, XML, ActionScript 3

Tools: Adobe CS6 Master Suite (Dreamweaver, Flash Professional, Photoshop, Illustrator, InDesign, Contribute, Premiere, Aftereffects, etc.), Google Analytics, HubSpot, SilverPop, Salesforce, Responsys, ExactTarget, Constant Contact

Skills & Competencies

Interactive Media and Web Development, Internet e-commerce, Creative Design and Implementation, Graphic Design and Print Design, Email Campaign Management, SEO & SMO Optimization, Web Analytics, Google Analytics, Pay-Per-Click Campaign Management, E-Commerce Websites, Content Management Systems, Social Media Monitoring, Flash Development, Interactive Development, Motion Video & Graphics, Flash & Static Web Banners Design

Employment

09/15 – Present **INSTITUTION SOLUTION INC.**

UI/Web Developer

- UX & UI Design
- HTML5 / CSS3
- JavaScript
- Web and mobile development
- Rapid Prototyping
- Bootstrap Foundation
- jQuery
- Design & Build Microsites

Develop and design turnkey single page applications using the Bootstrap foundation to solve key web portal user and business goals. Designed high-impact, user-centered Web sites with strong emotional appeal and intuitive navigation to maximize user interaction. Develop pixel perfect XHTML/CSS markup and established UX design as the first stage of all Web and mobile application developments, instituting a user-centered design (UCD) approach.

07/12 – 04/15 **CHEAPCARIBBEAN.COM**

Sr. Web Developer/Graphic Designer

- Web Development & Design
- Graphic Design
- Email Campaign Management
- Plan & Execute Marketing Initiatives
- Email Design & Development
- Design Print Materials
- Logo Design & Brand Management
- Design & Build Microsites

Provided UX design solutions for diverse industry client accounts of leading ad agencies. Develop pixel perfect XHTML/CSS markup. Enhanced existing web and mobile site services. Establish templates for coding, design, comps, mockups and wireframes. Design and build five new email campaigns for delivery to over 7 million recipients each week. Design, build and manage email welcome series for on-boarding new customers. Design and build 2 Email Newsletters per month for travel channel partners. Create sales banners to be implemented through the CheapCaribbean website and emails. Develop graphics to be used on affiliated websites to promote the CheapCaribbean brand and/or sales promotion. Create marketing materials need for social channels such as Facebook, Twitter, Pinterest, etc... Design and build emails for all travel channel partners adhering to partner's standards and CheapCaribbean brand standards. Design new web banners for distribution weekly. Support Social Media team with any and all graphic or development needs. Design and build UI elements for UX Team for use throughout the corporate website. Support Marketing team with any and all graphic, print or development as needed. Design print elements such new business cards, T-Shirts, travel brochures, posters and banners.

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03/12 - 07/12 USA SHADE & FABRIC STRUCTURES

Sr. Web Developer

- Web Development & Design
- Email Design & Development
- Email Campaign Management
- PPC Campaign Creation & Monitoring
- SEO & SMO Optimization
- Graphic Design
- Web Analytics & Reporting
- Design Print Materials

Maintain and update 7 existing corporate websites. Develop functional prototypes for websites and emails to illustrate concepts. Design, build and deploy new flagship website to encompassing all corporate brands, utilizing a variety of web technologies such as HTML5, JavaScript, CSS3, Spry Frame Works, and JQuery. Design, create and deploy email campaigns and Newsletters. Monitor campaign results and provide reports on performance to Senior Management. Design and create posters, banners, catalogs and mailers for corporate trade shows. Develop and implement SEO and SMO strategies for all websites to draw the highest quality of targeted leads and improve overall site traffic. Develop and manage comprehensive Pay-Per-Click campaigns for all brands. Manage, update and monitor all social media outlets (Facebook, Twitter, Pinterest, YouTube, Flickr, etc...) Support trade show needs with graphic and print design.

09/11 - 03/12 BAILEY, BANKS & BIDDLE

Web Master

- E-Commerce Development
- Email Design & Development
- Email Campaign Management
- SEO & SMO Optimization
- Web Development & Design
- Content Management
- Social Media Monitoring
- Flash Applications Development

Maintain and update E-Commerce through IGNIFY content management system (CMS). Develop, build and maintain satellite websites. Create website and email designs, and layouts based on knowledge of layout principles and esthetic concepts. Added, updated and managed site product through a Microsoft Dynamic AX. Built and maintained custom applications for social media sites. Continually updated site design and implemented SEO strategies to draw the highest quality of targeted leads and improve overall site traffic. Ensure that brand standards were met and make sound design suggestions. Design and develop Flash applications and banners.

11/07 - 09/11 TRX.INC

Web Master/Web Designer

- Web Development & Design
- Email Design & Development
- Email Campaign Management
- Print Design
- SEO & SMO Optimization
- Content Management
- Develop Interactive Demos
- Flash & Static Web Banners

Developed and maintained multiple corporate websites. Implement site optimization and improvements to achieve stated objectives. Design, develop and execute email campaigns including, campaign setup, list management, testing and email deployment. Monitor campaign results and provide reports on performance. Design and develop functional prototypes for product demonstrations. Create High Definition 3d videos for promotion use. Create printed posters, banners, catalogs and mailers.

Education

1994 - 1996 MILWAUKEE AREA TECHNICAL COLLEGE

A.A.S Visual Communication & Design

Concentration: Digital Design, Interactive Programming

Certificates Earned: Multimedia Design, Photography & Digital Imaging