

Alex Sozansky

Developer & Designer

Pittsburgh, PA | alex@example.com | (555) 123-4567

SKILLS

Graphic Design

Adobe Creative Cloud, Photoshop, Illustrator, InDesign, Figma

Motion Graphics

Adobe Premiere Pro, After Effects, Animation

Web Development

HTML5, CSS3, JavaScript, WordPress, PHP, React, Bootstrap

E-Commerce

WooCommerce, Shopify, Oracle NetSuite

Email Marketing

MailChimp, Constant Contact, Oracle Bronto

Other

Photography, Sound Production (StudioOne, Ableton Live 11), Git, MySQL

EDUCATION

Bachelor of Arts

Graphic Design

The Art Institute of Philadelphia

2009 - 2013

PROFESSIONAL EXPERIENCE

Lead Web Developer

University of Pittsburgh School of Health and Rehabilitation Sciences

Pittsburgh, PA

Sept 2022 - Present

- ▶ Lead developer for complete website rebuild using custom WordPress theme and plugin architecture
- ▶ Developed modular ACF-powered page builder system for flexible content management
- ▶ Implemented advanced faculty directory system with custom post types and filtering
- ▶ Achieved 50% improvement in page load times and 100% WCAG 2.1 AA accessibility compliance
- ▶ Collaborate with stakeholders to plan and execute digital strategy initiatives

Digital Signage Specialist

Community College of Allegheny County

Pittsburgh, PA
Aug 2021 - May 2022

- ▶ Created static and animated graphics for digital signage across 6 campuses
- ▶ Updated various web and mobile app assets for college-wide applications
- ▶ Developed content for digital wayfinding kiosks to improve campus navigation
- ▶ Managed signage controller devices and software for all displays across all campuses

Lead Graphic & Web Designer

Princeton University Store

Princeton, NJ
Sept 2013 - Apr 2021

- ▶ Lead designer responsible for all marketing materials, website development, and maintenance
- ▶ Designed and deployed multiple weekly email campaigns to thousands of subscribers
- ▶ Managed product photography and photo editing for e-commerce catalog
- ▶ Built and maintained store website on two different platforms: Shopify and Oracle NetSuite
- ▶ Created print advertisements, in-house collateral, and branding materials

Production Assistant

Alex Da Corte (Fine Artist)

Philadelphia, PA
Mar 2018 - Mar 2019

- ▶ Assisted in various aspects of project production for internationally recognized artist
- ▶ Created measurement layouts, mock-ups, and technical drawings for installations
- ▶ Performed detailed Photoshop work and digital illustrations for exhibition materials

Email Marketing Designer

Yapping Media

Philadelphia, PA
Aug 2013 - Oct 2013

- ▶ Created email marketing campaigns for high-end boutiques in the Tri-State area
- ▶ Designed responsive email templates distributed to thousands of contacts

Graphic Design Intern

Alpha Graphics

Cherry Hill, NJ
Jan 2013 - Apr 2013

- ▶ Produced print and digital elements for variety of clients in the Philadelphia area
- ▶ Created collateral, brochures, posters, email campaigns, and direct mail pieces

Freelance Designer & Developer

Self-Employed

Various
2000s - Present

- ▶ Ongoing freelance work with clients across various industries
- ▶ Completed diverse projects including branding, layout design, and website development
- ▶ Built custom WordPress themes and plugins for client-specific needs