



Eddie Ortiz Jr.

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Croton on Hudson, NY
[LinkedIn](#)

CREATIVE DESIGN • CODE DEVELOPMENT • ECOMMERCE

I am an Illustrator, designer & code developer with 30 years experience in print, design and web development. A team player with enthusiasm for crafting the details. Focusing on onboarding to gain a full working knowledge of my client's needs and meeting their requirements efficiently & effectively.

PROFESSIONAL EXPERIENCE

Freelance Designer – Web Developer

April 2006 - Present

Served as designer for several companies as a contract freelancer including:

- Quality Metal Stamping - Logo, web design & development
- Armatech Industries - Logo & handout design
- Arson EDF – Point of purchase flyer design
- Penzo Entertainment Group – Event flyer design
- Live the Wild-Life - Plaque design & illustration
- Sunset Beach Umbrellas – Logo, web design & ecommerce web development
- The Sarah Grace Foundation – Non-profit web design & development
- Rhythm in Painting – Web design & development
- Holy Name of Mary Montessori School – Web design & development
- A Touch of Glass – Web design & development

Senior Front-End Developer

Wine Enthusiast Companies

August 2010 – March 2020

Extensive web design, development and implementation of new site content within the clients established project scope, establishing two stunning websites throughout my tenure with the Wine Enthusiast, resulting in larger gains in customer response and increased sales of our wine refrigerators and related paraphernalia.

Creative Design Responsibilities

- Conducted field research, designing and implementing new site content style guide, architecture and navigation scheme for Wine Enthusiast's website redesign.
- Worked exclusively for our Wine Cellar Storage solutions group, researching, prototyping and designing approachable experiences to promote custom cellar designs, resulting in increased user satisfaction and call volume.
- Discovered and leveraged customer insights to create a better shopping experience. Responsible for moderating weekly user testing and refining research outputs.
- Designed and coded marketing campaign material for email & web distribution including A/B testing, asset swapping and POS email address collection.
- Presented website usability best practices using "Mobile First" technology, focusing on responsive design and other notable industry trends.



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Agile Web Development

- Maintained site content updates and improvements to our e-commerce web application using NetSuite - SuiteCommerce Developers SMT, cloud-based hosting, performing routine updates utilizing current web standards.
- Ensured accuracy of our web content by thoroughly editing and checking content through cross-browser and BrowserStack testing.
- Designed menus, forms with validation, pop-ups, slide shows, hand coding or WYSIWYG using HTML5, CSS3, jQuery and JavaScript.
- Effectively executed two website re-design and deployments during my tenure.
- Promote ADA compliance throughout our websites (WCAG)

EDUCATION

School of Visual Arts, New York, NY — Bachelor of Fine Arts

CERTIFICATES & PROFESSIONAL MEMBERSHIPS

American Graphics Institute, New York, NY — UX Design — 2019

Udemy.com — JavaScript, React, Angular, OOP, PHP & Bootstrap coursework

Fu Jow Pai Federation Association, New York, NY — Martial Arts Instructor

ENGINEERING TECHNOLOGIES

Adobe Creative Cloud, Gimp 2.0, Visual Code Studio, Adobe Scene7 CDN, WebDam CDN, HTML5, CSS3, Javascript, JQuery, Bootstrap 4 Frameworks, NetSuite SMT, PHP, MySQL, Microsoft Office 365.

ONLINE SMALL BUSINESS OWNER

[World of One Sixth](#), Westchester County, NY — High End Collectible Sales Since 2013