

# MICHAEL VENADAS



Front-End Developer & Web Designer

## EDUCATION

2003-2009

### BACHELORS OF ARTS IN THE FIELD OF MEDIA ARTS & DESIGN

Mt. Sierra College

2018

### JAVASCRIPT DEVELOPMENT

General Assembly

## SKILLS

### WEB DEVELOPMENT

HTML5, CSS3, Sass, Shopify Plus (Liquid/Schema), Wordpress, Wordpress Multisite, Woo-Commerce, Elementor Pro, Unbounce, Bootstrap 5, Materialize, ScrollMagic, WOWjs, AB testing, Git, GitHub, Shopify CLI

In training: Javascript, jQuery, Vue.js, GSAP, PHP, Tailwind CSS

### DESIGN

RWD, web layouts, landing pages, email campaigns, wireframes, product box design, logos, business cards, brochures, posters, clothing TOOLS: Adobe Photoshop, Illustrator, XD, Figma

### PROJECT MANAGEMENT

Agile, Scrum, Asana, Basecamp, Trello, Microsoft: Teams, Planner

### ADDITIONAL

Active Campaign, Klavyio, Google Optimize, 1ShoppingCart, MailChimp, Alchemer, Crazy Egg, Microsoft Clarity, Elfsight, SEMrush, GTmetrix, Wistia, WP Engine

## WORK EXPERIENCE

2019-2022

**TH Genesis** | El Segundo, CA / Remote

### FRONTEND DEVELOPER & SENIOR GRAPHIC DESIGNER

Frontend developer responsible for coding pixel perfect websites and landing pages utilizing modern day web building techniques. Senior graphic designer responsible for creating engaging web and print content using today's best design practices and practical UX methods.

- Created fully optimized marketing/product websites from top of the funnel to customer checkouts
- Created product upsells and order bumps to capitalize on AOV
- Coded out full SEO Friendly custom and template based Shopify websites using Liquid Programming, JSON, HTML, CSS and JavaScript.
- Designed and created custom graphical content specific to the numerous TH Genesis brands and social media collateral
- Collaborated daily with the marketing team to design and code new landing pages that increased the AOV by 20% or more

2017-2018

**Edlio** | Culver City, CA

### TECHNICAL SUPPORT & FRONT-END DEVELOPER

Provided technical support and front-end development services to school districts for Edlio's custom content management system.

- Provided CMS support over the phone and through emails
- Coded full ADA and CWAG compliant websites and landing pages in HTML5, CSS/Sass, Javascript, and JSP
- Gathered information and requirements from clients and custom coded online stores complete with shopping cart capabilities, inventory, and credit card checkout
- Coded custom HTML/CSS templates for features requested by clients.