

Creative Technologist – Website Design/Developer/Architect, Print, Video, Presentation

Name: Chris Falzone

25+ Years Experience in Web Architecture, UI/UX Design & Development, Creative Print, Branding & Packaging Strategy & Collateral, Video Editing & Motion Graphics projects, Presentation Design and Consulting, SEO, PPC, Digital marketing Strategist.

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Objective:

Provide my conceptual, strategic and technical skills and experience in Digital Marketing, Web Development, UI/UX Architecture, Design, & Interactive Media, Print/Branding collateral, Video Editing and Presentations as part of a team or team leader.

Technical & Program Skills:

Print, Web, Video and Presentation Programs: Illustrator, Photoshop, Dream Weaver, In-Design, XD, Invision, Sketch, Acrobat, Flash, Premier, After Effects, Final Cut Studio, MS Office, PowerPoint and Keynote. Web Coding in HTML, CSS, PHP, XML. Wordpress, Expression Engine, Drupal, AEM, Joomla, Custom CMS. Flash AS2 & AS3, Google API integrations, Bootstrap, Mobile Web & App Design, Search Engine Optimization (SEO) knowledge, Data Base Installations, JQuery, Ecommerce Experience. SOAP Integrations, Digital Publishing & UI Design. Web Architecture, User Experience Testing, Consulting. PPC Strategy, SEO Keyword Research, Yext Listings and Locations. Google Analytics GA4 UTM and Dashboard reporting. Google My business, Online Reputation Management .

Work Experience:

Full Time Freelance | Owner of Rokit Interactive

Jan.2011 –Current

Servicing Clients in all Marketing areas of Website Development, Branding Design, Video Editing and Motion Graphics. Agency a la Carte, The Robin Shepherd Group, The Dalton Agency, Rokit Interactive, St. John and Partners, Nemours children Health, Mary Fisher Design, Beson4 media group, Mac Papers are just a few of my Freelance Network.

Mac Paper – Senior Creative Technologist and Director

Nov.2014 –Current

Mac Papers Services 9 states throughout the southeast with over 20 Locations. Duties Include, Branding, Private Label Branding, Website Development & Architecture UI/UX Design, Social media strategy & Collateral, Email Campaigns Design & Development, Logos, Print Collateral, All Digital & Interactive Media, Social Media Campaigns, Open House Collateral, Wide format Designs, Fleet Truck Wraps, Support for all B-B Interactive and Online Marketing Initiatives.

American Addiction Centers– Web Architect, UI/UX Designer, Prototype Developer

June.2019 –Feb.2020

Responsibilities included Development of User Experience Wire Frames, Prototype Development, UI/UX Design & Coding. Focus Group User Testing. CMS Platforms Wordpress & Custom PHP Applications). Agile Business Model.

Nemours Children's Hospital – Web Architect, UI/UX Designer, Prototype Developer

Oct.2016 –June.2019

Responsibilities included Development of User Experience Wire Frames, Prototype Development, Front-End Coding UI/UX Design. Focus Group User Testing. Website Platform and CMS on Adobe Experience Manager (AEM). Trained and Work in Agile Business Model.

Swyft Technology – Creative Director / Sr. Developer (Web, UI, Architect)

May. 2010 – Jan.2011

Responsible for the Architecture, Concept, Design, Development & Marketing of Swyft Technology (A B-B Software-as-a-service). Created and Maintain Brand across Online, Print & Tradeshow collateral. Also work as a Sr. Developer, Designer & Architect on the Software Development Team. (UI/UX Design) Helped take company from 0 brand to Sold!

Synergy New Media – Sr. Web Developer/Creative Director

Sept. 2009 – May 2010

Responsible for the Architecture, Concept, Design, Development & Marketing of Casebook.com (An Online Social Network for the Law Industry). Worked with and lead a team of developers in India for the backend development, Also assisted with the coding, SEO, and Testing. Created Managed all Marketing Sites as well as HTML e-mail campaigns & Direct Mail pieces.

Appsoft Web Design – Sr. Web Developer

Mar. 2009 – Aug..2009

Responsible for the Concept and Development of Web & Interactive Projects for all clients. Specific responsibilities include: Team Lead/Manager, Web Design & Architecture, Banner Ads, Flash Development , Logo Design & Video Projects. Full understanding of requirement documents. Development of Client Relationships and served as a client contact. Site Development using: PHP, HTML, XML, JQuery all CSS layout (No Tables), Flash AS3 Scripting. Ecommerce & SEO Knowledge As well.

The Robin Shepherd Group – Art Director/IT Art Director

Mar. 2005 – Mar.2009

Responsible for the Concept and Development of Print, Web & Video Projects for all clients. Specific responsibilities include Web Design & Architecture, Banner ads, Flash projects including interactive CDs and Games, Code and/or site revisions, PowerPoint & Keynote presentations, Audio and video spots, Print, DM, Ads, Banners, Posters, Brochures,

Logos etc. Also Direct Jr. Designers on projects.

Citi Cards – Contract Web Designer/Architect

Aug. 2002 – Jan. 2005

Worked as a member of UE Team, website architecture and design group. Developed wireframes, sitemaps and designed product websites; also worked on monthly site maintenance. Designed prototypes for requirement and design documents. Consulted with outside agencies, participated in quality assurance checks, worked with inside and outside testing and development groups, designed presentations and updated team intranet on a daily basis.

South East Color - Art director/graphics liaison for Orlando-based company.

May 2001 – Oct. 2002

Based at Winn-Dixie Marketing in Jacksonville to give creative support to four marketing directors and transfer finished projects to Orlando production department for print.

Netlook Inc. - Sr. Art Director

Mar. 2000 - April 2001

Managed a creative department of four, provided TV channel support, website design and management, oversaw the production of three newspaper publications/ TV shows & Website.

Cook Marketing & Communication - Art Director

Feb. 1998 – Mar. 2000

Worked on the following accounts: Duke Energy, Atlanta Falcons, Winn-Dixie, Citrus Bank and Jacksonville Jaguars