

# JUSTIN QUESADA

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## EDUCATION

### University of Central Florida

Dec. 2013

Bachelors of Arts Degree in Digital Media / Web Design GPA 3.7 (Cum Laude)

## SKILLS PROFILE

- Proficient in: HTML5, SASS/CSS3, Responsive Web Design, PSD to HTML
- Experience with: Cross-browser compatibility, Javascript/jQuery, Terminal, GIT, Agile/SCRUM environment, Compass, Gulp, AJAX, Symfony, Drupal, Wordpress, On-site SEO, Google Analytics, and Conversion Rate Optimization
- Working knowledge of: PHP, MySQL, Third Party APIs (JSON), and Magento.
- Software: Adobe Photoshop, Adobe Illustrator, Sketch, Sublime Text, Atom, Jira, Workamajig, Visual Website Optimizer, Unbounce, and Hubspot

## EMPLOYMENT HISTORY

### Florida Hospital/Adventist Health System – Front-End Web Developer

Mar.2015 – Present

Orlando, FL

- Manage and develop landing pages for various digital marketing campaigns, using a Symfony architecture, and created a template in Unbounce for streamlining landing page development
- Develop and maintain, working individually and with back-end developers, all consumer facing Drupal based websites, including FloridaHospital.com, utilizing different versions of Drupal (6-8)
- Mentor team members on front-end development

### Royall Advertising – Front-End Web Developer and Online Marketer

Aug. 2013 – Mar. 2015

Orlando, FL

- Managed and maintained the website and online presence of a non-profit client. Designed and developed a new responsive website for the organization, increased organic traffic and online donations, on-site SEO, proofreading, editing and posting of content, conversion rate optimization, and maintained communication with the client on a daily basis
- Worked with the lead web developer and independently on the development of other client web projects
- Helped develop a new website for the agency and write articles for the agency's blog

### Royall Advertising – Front-End Web Developer Intern

May 2013 – Aug. 2013

Orlando, FL

- Assisted the lead web developer with web design and development for multiple client projects, including one with Florida Hospital
- Developed projects based off PSDs, using HTML5, CSS3, jQuery and some PHP (primarily hand-written code)
- Worked with and developed websites using CMS: Drupal, Wordpress and Magento

### FactoryEStores, LLC. – Front-End Web Designer and Developer Intern

Sept. 2012 — Dec. 2012

Orlando, FL

- Hand coded/modified XHTML and CSS of a Magento Ecommerce site with multiple stores
- Created low-fi and hi-fi prototypes for new features and pages of the sites with conversion rate optimization in mind, as well as putting together designs based off prototypes given to me
- Put together a PHP script which retrieves top rated products and displays the ratings and percentage of discount savings for those products; for use on the index of each site
- Designed graphics for use on the sites

## ACHIEVEMENTS

- President's and Dean's List, FL Bright Futures Medallion Scholarship, UCF Scholars Award