



@RodrigoSanchez

*Universal Designer–UX Designer/Front-End Developer/Designer with digital and print experience, pursuing opportunities helping create accessible digital products. Reliable and well known for being positive and efficient in high-pressure situations. Collaborate with clients/creative teams to effectively complete tasks on schedule while exceeding expectations. Heavy focus on maintaining relationships with clients to ensure needs are consistently met. With a passion for knowledge and design, stay up to date on UX, front-end development and design through continuing education.*

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	www.flightstudio1.com www.linkedin.com/in/flightstudio1.com www.dribbble.com/rodrigosanchez	urls
	<b>Applications:</b> InVision, Sketch, Omniture, Axure, Sublime, Diffmerge Creative Cloud, Omniture, Jira, Confluence, Slack, Flowdock, KanbanFlow, JAWS, Voiceover, ChromeVox <b>Languages:</b> XHTML, HTML, CSS, JavaScript libraries, BEM	skills
	<b>Pratt Institute - NY 2008</b>   Candidate for Certificate in Interactive Media <b>Hofstra University - NY 2003</b>   BS, Fine Arts specialization in Graphic Design <b>Santa Monica College - CA 2001</b>   AA, Associate of Arts	education

## FULL-TIME

### Weight Watchers Intl. - NY

2011 - 2015

*UX Lead/Web Developer*

Led the user experience efforts for signing up by creating a simpler, more intuitive experience leading to higher conversions. Collaborated with other developers to achieve accessibility compliance as a front-end developer, converting legacy pages over as well as new builds. Collaborated with business owners locally and internationally to create intuitive accessible web experiences for all company locations across the globe.

### SFK - Success For Kids, Inc. - NY

2005 - 2011

*Senior Graphic Designer/Business Analyst*

Conceptualized and executed marketing collateral, presentations, and web elements for global programs reaching the U.S., Mexico, Panama, Europe, and the Middle East. Charged with the creation of social media strategy and implementation. Responsible for email campaign design implementation. Took initiative to design and develop training manuals for in-house systems.

### www.HomeAndLiving.com - CA

2004 - 2005

*Vice President*

Redesigned the identity and website of 3DayFurniture.com to HomeandLiving.com. Designed and developed in-house training manuals for all new hires. Led a team in the analysis of the website's search engine optimization, resulting in website being highly ranked using search keywords in Google.

## CLIENT WORK

### www.ThisAmericanDeath - NY

2009 - 2015

*Front-End Developer/Designer*

Developed website for ANM Productions with the goal of creating a clean impactful experience for potential donors. This included ia, branding, layout, and front-end development. The front-end development included XHTML, CSS, JavaScript/jQuery, PHP and Vimeo implementation.

### www.DentalImplantsInTheCity.com - NY

2009 - 2015

*Front-End Developer/Designer*

Redesigned website for an established periodontist with the goal of creating a subtle feminine feel. This included research analysis, ia, rebranding, layout, and front-end development. The front-end development included XHTML4/5, CSS2/3, JavaScript/jQuery, PHP and Google Map API.

### Pratt Institute & Hofstra University - NY

2008 - 2009

*Consultant/Curriculum Developer*

Redeveloped introductory web design course for Pratt Institute and Hofstra University undergrad and graduate students. The course introduced students to XHTML and CSS based design as a foundation for standards compliant web design. The students learned how to fuse Photoshop, Illustrator, Dreamweaver, Fireworks, and Flash to develop a website.

### Past Clients: Light and Spelt Inc., Salmeron Co., LLC, American School in London, Amanda Armstrong, Frontier Financial and Daniel Hart

More clients available upon request

## BONUS MATERIALS

### Volunteer

God's Love We Deliver (Graphic Design/Email Campaigns)

NYCUXPA (Former Vice President/Web Design/Development/Social Media/Events)

### Member

AIGA NY & LA, Icograda, IxDA, NYCUXPA, Forrst, Treehouse and Dribbble

### Languages Spoken

Fluent in Spanish and English

### Misc

Designer for the Athens Design Games in Athens, Greece, Summer 2003

Graphic Design Intern at Jazz at Lincoln Center, 2003-2004

Designer/Front-end Developer - Angel Hack NYC - Gimbal API Winner, 2012

Designer/Front-end Developer - Purina & Mashable - Tails & Rails Hackathon Winner, 2013

### Awards

Webby Official Honoree, 2012

American Council of the Blind Award, 2013