# Austin Melendez

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## Developer & Product Designer

Developer and Product Designer with almost a decade of professional expertise in designing & developing websites/web apps and working with emerging technologies. Expert knowledge of HTML5 and CSS3 (Sass & LESS), specializing in CSS animations and micro-interactions. Well-versed in JavaScript (React & Vue) and TypeScript, with a strong focus on accessibility best practices (WCAG 2.1 AA). Has created engaging and high performing digital experiences for brands ranging from Fortune 500 financial services firms to ivy league higher education organizations, healthcare systems, consumer brands, and non-profits. History of success collaborating with creative, UX, CRM, marketing, accessibility, cybersecurity, and project & account management teams in the delivery of enterprise-level digital experiences.

## Core Competencies

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| • HTML5 | • Product Design | • Prototyping | • Accessibility |
| • CSS3, Sass, Less | • User Experience (UX) | • Illustrating | • Visual Storytelling |
| • JavaScript | • User Interface (UI) | • Animating | • Video Production |
| • TypeScript | • CSS Animations/GSAP | • 3D Rendering | • Photography |
| • React | • Wireframing | • Graphic Design | • Branding |

## Professional Experience

### Nifty's
July 2021 to Feb 2023

**Product Specialist**

An integral part of launching, maintaining, and improving Nifty's NFT Marketplace. Notable clients include Warner Brothers, Sony, Damien Hirst, Discovery Channel, and more.

- Assessed user journeys to produce wireframes and optimize user experience throughout the marketplace.
- Produced high fidelity page layouts and prototypes, brand & marketing assets.
- Created illustrations & animations to be converted into NFTs for clients to sell on the marketplace.
- Developed HTML components and page layouts using React and TypeScript and styled them using Sass according to approved designs and wireframes.
- Used pure CSS and/or JavaScript to create animations for a more unique and memorable experience for the users.

## Primacy
July 2016 to July 2021

**Experience Developer**

Notable clients included Aetna, The Hartford, Boston College, MIT, University of Kansas Health System, UChicago Medicine, Rice University, Curry College, University of Pittsburgh (launching Q2 2021), Joslin Diabetes Center and more.

- Collaborated with UX and Creative teams to seamlessly translate build requirements, wireframes, and creative executions into digital experiences.
- Built page templates in HTML and styled templates using CSS (Sass or LESS).
- Added UI functionality using JavaScript, jQuery, or pure CSS.
- Worked in various tech stacks as specified by clients or internal teams to meet business requirements, including but not limited to frameworks such as React or Vue.
- Worked with CMSs including Sitecore, Drupal, Ingeniux, Prismic, and other proprietary systems.
- Integrated websites with Pardot, Salesforce (Marketing Cloud), Google Analytics, HubSpot, and other open-source CRMs.
- Transformed and rendered data from APIs.
- Performed quality assurance with cross-browser and responsive testing to ensure alignment with creative intent, business requirements and core functionality.
- Developed responsive, accessible HTML email marketing templates and newsletter templates.
- Develop animated banner ads for clients using HTML & CSS and animation libraries such as GSAP and Animate.css.

## Travelers Insurance
Feb 2014 to July 2016

**Graphic Designer**

Worked as part of the Creative Services team with a wide range of responsibilities.

- Ideated and designed logos, brand guidelines, web assets, and social media posts.
- Lead the creative for the ThinkSafe campaign.
- Conceptualized and designed web layouts for primary Travelers Insurance website.
- Storyboarded, recorded, and edit internal and external videos.
- Performed, recorded, and mastered voiceovers.
- Shot and edited photographs for internal communications, external public relations, and investor relations.
- Managed and organized stock photography and video filing system.