

Alan Kaufman

Front End Web Developer

Mobile 909.569.2478
Email alanoliverkaufman@gmail.com
Web mnkysrbtr.com

Experience

Active Ride Shop

Graphic Designer/Project Coordinator -
activerideshop.com

Mar 2005 - Present

- Design and develop web pages, catalogs, social networks, blogs and marketing collateral for a 22 channel skateboarding retail chain.
- Mentor interns and design team.
- Create, coordinate, edit, and oversee design of print and web marketing materials with other team leaders and assure goals are met on time, within budget.
- Web interface prototyping for mobile and full scale site.
- Created internal project management web site to automate customer needs and assure all department requirements are fulfilled.
- Web liaison between Active and CMS provider.
- Implemented suggestive sales campaign for email blasts and blogs.
- Incorporate facebook and other social networks with retail blog web site.

mnkysrbtr

Freelance Designer - mnkysrbtr.com

1999 - Present

- Identity, packaging, apparel, web, and social network design.
- XHTML/CSS, PHP and jQuery development with analytics analysis.
- User focused design while experimenting with new technology to improve user experience and SEO.
- Create, update, edit and maintain web content and content strategies.
- Facebook API integration.

Technical Skills

Software

Dreamweaver

Flash

Photoshop

Illustrator

InDesign

Word

Excel

Languages

xHTML

HTML5

CSS

PHP

My SQL

JavaScript

jQuery

XML

Frameworks

Wordpress

Joomla

Drupal

Code Igniter

Magento

Expression Engine

Skeleton

LESS

Select web projects include:

travelerguitar.com - Guitar Manufacturer

lifesavercpr.net - CPR Instructor

transitionalsolutions.info - Rehab Specialists

imagingmarketing.com - Marketing Consultant

rowdybeercrew.com - Online Magazine/Community

Graphic Solutions

Student Intern - printingsolutions.tv

Feb 2001 - Nov 2001 Developed a catalog of forms used by car dealerships and an online brochure for sister company Printing Solutions.

Education

1999 - 2001 California State University San Bernardino
Bachelor of arts with an emphasis in Graphic Design

Other Experience

2003 - 2007

Colton Unified School District
Substitute Teacher

1999 - 2000

UCR Extension Center
Macintosh Laboratory Aide

1993 - 2003

Ballard Rehab Hospital
Dietary Aide

References available upon request