

Marina Kozlovskaja

Front-End Web Developer

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Summary

Highly creative and multitalented front-end web developer with graphic design background and extensive marketing experience. Focused on delivering beautiful, usable, hand-coded websites with emphasis on web standards and accessibility. Flexible when working with others and devoted to seeing each project through to the end. Enjoy creative challenges and problem solving, always strive to learn new technologies.

Computer Skills

Photoshop, Illustrator, InDesign, Dreamweaver, Flash, iWorks, Microsoft Office Suite, Wordpress CMS

Advanced knowledge of (X)HTML and CSS. Working knowledge of JavaScript, jQuery, ASP, PHP

Platforms: Mac, Windows

Areas Of Expertise

Web design and development, usability, UI/UX principles, SEO, web animation, graphic design, logo and corporate identity, illustration, icon design, photography and digital imaging, marketing. Languages: English, Russian, Lithuanian

Experience

The Strategic Word (Pacifica, CA)

Jan 2007 – present

Web Development Manager

- Managed all aspects of web design and development, creating cutting-edge websites for various cleantech clients, including several solar industry leaders: Quick Mount PV, Mainstream Energy, SnapNrack, Independent Power, Eshbach Consulting, REC Group, REC Solar.
- Participated in all stages of projects from concept, strategy, and storyboarding to production and presentation. Worked closely with project manager and copywriters to develop content architecture for intuitive site navigation and effective user interface.
- Responsible for multiple concurrent projects and regularly participated in client meetings and project proposals. Developed and maintained a broad knowledge base on all clients' products.
- Initiated and developed a custom website framework to rapidly deploy new sites, which helped other team members and dramatically increased efficiency and productivity.
- As lead developer, mentored and supervised junior team members in website production and development, W3C recommendations and best practices.
- Represented company at national conferences to promote services and network with existing and prospective clients.

AEE Solar (Redway, CA)

Apr 2007 – Apr 2011

Contract Web Designer and Developer

- Created a new website for a leading North American solar distributor that generates high traffic and consistently positive feedback. Was heavily involved in all aspects of site creation, including conceptualization, site architecture, design, usability testing, and production.
- Designed and produced 200+ page product catalog annually, one of the most respected resources in the industry. Worked closely with cross-functional teams to maintain brand aesthetic and product accuracy, and ensure final product exceeded client expectations.

- Increased access to catalog content by creating online version. Managed and maintained database of 2,500 product descriptions, specifications, and photos.
- Produced numerous marketing communications: newsletters, flash banners, promotional materials, trade show graphics, photography.
- Attended annual national conference held by the client to keep up with industry trends, market needs, and technological improvements. Co-created a two-hour presentation for client's customers on how to create an effective solar business website.

Baynet World (Campbell, CA)

Nov 2005 – Jul 2006

Web Designer and Developer, UI Designer

- Key member of interactive team, in charge of designing and developing multiple corporate websites (Baynet, PocketMLS, RentalProducer, Listing Producer), applications, and logos.
- Created UI control panel for a new product in the .Net environment.
- Built a large quantity of functional, dynamic, database-driven ASP templates.
- Communicated with clients on a daily basis to reach the best solution to meet their needs and stay within budget.

Pericom Semiconductor (San Jose, CA)

Mar 2005 – Aug 2005

Marketing Communications Specialist

- Responsible for daily maintenance and upkeep of corporate website.
- Supported Marketing and other departments with desktop publishing, datasheets, and website content.
- Provided monthly statistical reports, monitored search engine referrals, tracked web-based advertising.

G1G, A Zain Jeewanjee Insurance Agency (San Jose, CA)

Jan 2005 – Mar 2005

Web and Graphic Designer, Web Developer

- Redesigned and developed company website.
- Created web, TV, magazine banners and advertisements.
- Created electronic forms for insurance quotes.

Geotouch (Palo Alto, CA)

Aug 2000 – Jan 2001

Web and Graphic Designer Intern

- Created an intranet site that facilitated company communications and increased productivity. Built and implemented storyboards from concept.
- Served as a key liaison between marketing and graphic departments.
- Worked closely with software engineers to resolve bugs, perform troubleshooting. Provided complete technical support for graphics department allowing them to focus on visual enhancement.

Education

San Jose State University (San Jose, CA)

1998 - 2002

Major: Graphic Design

Foothill College (Los Altos Hills, CA)

1999 - 2000

Major: Computer Graphics

School of Fine Arts (Klaipeda, Lithuania)

1994 - 1998