

DANNY MARTINEZ

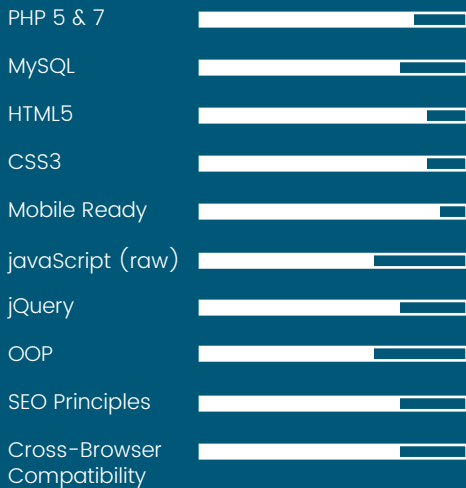
ENVISION. DESIGN. DEVELOP.

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DESIGN SKILLS



DEVELOPMENT SKILLS



DESIGN EXPERIENCE

Adobe Creative Suite, Large Format Printing, Vectorizing Images, Color Mode Conversion, Raster vs. Vector Principles, Paper Product Design, FlexiSign, VersaWorks.

DEVELOPMENT EXPERIENCE

Drupal, WordPress, Angular.js, Adobe Flash, SVG Graphics, minification, js obfuscation, mobile detect, reCaptcha, Analytics, GMaps, CDNs, AJAX, JSON, MacOS, PC/Windows, Linux.

EDUCATION

UCLA Bachelor of Science, Biology

LANGUAGE



DESIGN/GRAPHIC EXPERIENCE

seraph designs

riverside, ca
January 2008- 2013

- "Vectorized" company brands/logos and optimized for print (CMYK) & web/display (RGB) for client usability.
- Created brand identity graphics for paper & print media.
- Worked collaboratively with client to create visual appealing graphics for vehicle decals and vehicle wraps.
- Networked, maintained, and printed on multiple Large Format Printers (Roland 935EX).
- Sketched UI/UX mock-up in PSD to code into pixel-perfect HTML/CSS.
- Managed team of decal installers for installation efficiency and minimizing installation errors.
- Point-of-contact and communication for client to problem-solve creative ideas into digital media.
- Created a system of round-of-revision and approval with clients to save time and money on reprinting and error prevention.

DEVELOPMENT EXPERIENCE

clairmont.com

north hollywood, ca
January 2014 - February 2017

PHP (OOP), MySQL, PDO, HTML5, CSS3, Mobile Ready, jQuery, normaliz.css, reset.css, modernizr.js, respond.js, Google Analytics, reCaptcha, Font Awesome, Google Fonts

- Implemented Object-Oriented PHP into site for dynamic content to improve appearance of site, change theme if a holiday.
- Installed MySQL database and custom CMS for product info, articles, staff info, and other relevant data, easing the update of any site info.
- Developed mobile ready content to respond to all devices and screen sizes.
- Optimized site photos for faster load times and fluidity on mobile devices.
- Integrated social media and Open Graph data for "sharing".
- Placed relevant meta-data, and schema.org info for search engine placement.
- Reprocessed videos to be placed on site as HTML5 video and cross-browser compliant

only-hunt.com

los angeles, ca
January 2014 - February 2017

PHP (OOP), MySQL, PDO, HTML5, CSS3, Mobile Ready, jQuery, normaliz.css, reset.css, modernizr.js, respond.js, Google Analytics, Google Maps, reCaptcha, Font Awesome, Google Fonts

- Created site from "ground-up", using PHP (OOP), HTML5, CSS3, jQuery.
- Installed MySQL database utilizing PDO to generate PHP objects.
- Adjusted website to be mobile ready so as to be viewable on any screen.
- Utilized SVG graphics with PNG fall-back using modernizr.
- Designed Print Media to be aesthetically consistent with web project.

almosthalo.com

hollywood, ca
January 2017 - Current

PHP (OOP), MySQL, PDO, HTML5, CSS3, Mobile Ready, jQuery, normaliz.css, reset.css, modernizr.js, respond.js, Google Analytics, Google Maps, reCaptcha, Icomoon, Google Fonts

- Collaborated with client to create visual concept and UI design on local-host for testing implementations.
- Added custom built CSS pre-processor using PHP for dynamic content, mobile responsiveness, and easy editing.
- Designed Print Media to be aesthetically consistent with web project.

EMPLOYMENT EXPERIENCE

UCLA Office of Instructional Development Assistant Systems Administrator

Los Angeles, CA
June 2001-July 2002

Resolved help-desk/tech issues; Network installation; Analyzed project cost and justifications; Configured and installed computer hardware; Rolled-out software updates; Networked printers.

Harvey Mudd, Upward Bound Math & Science Center Physics & Chemistry Instructor

Los Angeles, CA
Summers '98 '99 '00

Instructed in Physics and Chemistry; Tutored in other math & science subjects; Acted as liaison between class and internship; Provided weekly evaluations and feedback.