**Pavel Schallenberger**Web Designer & Front-End Web Developer / UI/UX Designer

**Email:** [pavel@pavelworks.com](mailto:pavel@pavelworks.com) **| Location:** Boca Raton, FL

Highly proficient web, UI and UX designer, front-end web design professional with extensive web and online marketing experience. Reliable and capable self-motivator dedicated to the alignment of project, and business objectives and needs. Creative, motivated and energetic “out-of-the-box” strategist with an extraordinary work ethic dedicated to on-time and tight deadline project delivery. Strong planning and design skills with demonstrated proven abilities to coordinate the efforts of many to meet organizational goals through team work and synergy.

**PROFESSIONAL EXPERIENCE**

* Comprehensive front-end web design knowledge
* A solid background in corporate branding and web marketing
* Leadership and project management experience
* Extensive background in graphic design using Adobe Creative Suite
* Proficient in CSS/CSS3 and HTML/HTML5
* Strong knowledge of UX (User Experience) and UI (User Interface) practices
* Up to date with latest web industry standards and requirements

**Specialties:** Web design and Front-end Web Development, Web 2.0, Cross Browser Compatibility, Problem Solving, Project Planning, Flat Design, Responsive Design, Corporate Identity Development, Graphic Design for Catalogs, Advertisements, Brochures & Flyers, Website Graphics and Layout. Search Engine Optimization (SEO), Internet Marketing, Internet Traffic, Social Media Marketing, CMS (Content Management Systems), Link Building, Email Marketing.

**Skills:** UI, UX, Email Design, CSS, HTML, Server Administration, Domain & Email Management, Microsoft Office Products, Adobe Creative Suite, WordPress, Drupal, Google Analytics & Webmaster Tools, Google Keyword Tool, Rich Snippets, CMS, Plesk, cPanel, Parallel’s, Apache.

**EMAIL MARKETING EXPERIENCE**

**Email deployment experience (4 years):**

* Setting up email lists and filters under major mailing platforms
* Experience with mailing systems as iContact, Constant Contact, ExactTarget, RoboMail, MailChimp, Aweber, Active Campaign and Get Response

**Email Implementation experience (6 years):**

* Designing / using clients email creatives and converting them into email friendly HTML
* Optimizing / reducing image sizes for quicker load time
* Enhancing text only emails for better deliver-ability
* Thorough testing of email creatives on various email clients including Gmail, Yahoo, AOL, Comcast, ATT, Hotmail, Outlook

**WORK EXPERIENCE**

**Lead Web Designer / Front-End Web Developer  
Reserveage Nutrition -** Boca Raton, FL - April 2013 to September 2014

Responsibilities:

* Designing and setting up new websites (with Responsive Design)
* Wire-frames, user-flows and prototypes
* Creating landing pages (CTA, lead generation forms)
* Email creatives and templates (MailChimp, Exact Target)
* Distribution and creation of newsletters
* Managing eCommerce websites (X-Cart, WooCommerce)
* Maintaining websites and blogs (Drupal, WordPress)
* Website traffic growth
* UI/UX
* Server management

**Coding:** HTML/HTML5, CSS/CSS3 and PHP. **Software:** Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Flash, Web Expressions 4, WordPress, Drupal, cPanel, Google Analytics & Webmaster Tools, SEO, Microsoft Visio, Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Adobe Acrobat.

**Lead Web Designer / Front-End Developer  
PARS Media Group -** Fort Lauderdale, FL - March 2008 to April 2013

Responsibilities:

* Managing companies assets and websites.
* Managing, updating and overlooking client’s websites.
* Building new websites from scratch, SEO optimized and user friendly UI/UX.
* Registering domains and setting them up on server.
* Creating social profiles for an online audience via Facebook, Twitter, YouTube, Pinterest, etc…
* Designing email creatives for clients and setting them up for mailing in raw HTML.
* Cross-browser compatibility and problem solving.
* Setting up and managing FTP/Email accounts for clients.
* Designing wire frames and creating prototypes.

**Coding:** HTML/HTML5, CSS/CSS3, PHP and MYSQL. **Software:** Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Flash, Web Expressions 4, WordPress, Drupal, Joomla, Plesk, cPanel, Google Analytics & Webmaster Tools, SEO, Microsoft Visio, Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Adobe Acrobat.

**Web Designer  
Tough Sports Live / Advanced Consulting & Marketing -** Boca Raton, FL - March 2007 to January 2008

Responsibilities:

* Designing and creating web sites
* Designing flyers, banners and posters.
* Creating and setting up email creatives.
* Designing graphical overlays for videos.

**Coding:** HTML, CSS and Flash. **Software:** Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Flash, CMS

**Web Designer / Web Developer  
DemandX / IVS1 -** Boca Raton, FL - September 2006 to March 2007

Responsibilities:

* Designing Flash user interfaces.
* Designing custom HTML/CSS web sites.
* Designing graphics for Second Life.
* Design mockups and prototypes.
* Creating and setting up email creatives.

**Coding:** HTML, CSS and Flash. **Software:** Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Flash, CMS

**Web Designer / UI Designer / Web Developer  
Yadio -** Boca Raton, FL - January 2006 to September 2006

Responsibilities:

* Designing custom HTML/CSS web sites.
* Design mockups and prototypes.
* Managing, updating client’s websites and keeping in touch with clients.
* Creating and setting up email creatives.
* Designing Flash user interfaces.
* Creating and designing UI and UX for video editor and CMS application.
* Researching latest trends online.

**Coding:** HTML, CSS and Flash. **Software:** Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Flash, CMS

**EDUCATION**

**Web Designer / Web Development Specialist in Computer Science**Broward College - Davie, FL2011 to 2016

**Web Design and Technology**  
Boca Raton High School  
2001-2003

**Languages:** English and Czech

**Online Portfolio:** www.pavelworks.com