

Pavel Schallenberger

Web Designer & Front-End Web Developer / UI/UX Designer

Email: 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, FL

2011 to 2016

Web Design and Technology

Boca Raton High School

2001-2003

Languages: English and Czech

Online Portfolio: www.pavelworks.com