

Brian Andrich

Frontend Developer, UI/UX Designer, Desktop + Mobile

New York, NY brianandrich@gmail.com

HTML5

- Semantic Markup
- W3C Valid
- Canvas

CSS3

- SASS / SCSS
- Compass Framework
- Cross-Browser Compatibility

Javascript

- jQuery / Ajax
- Efficient & Unobtrusive
- Graceful Degradation

Mobile

- HTML5 Web Apps
- jQuery Mobile / Sencha
- Native App Design

Design

I believe in clean and beautiful design that focuses on content and give users the best possible experience on all devices

Et cetera

Git, SVN, XML, TextMate, Photoshop, Illustrator, Wire framing, PHP (moderate), MySQL (moderate), Ruby on Rails (limited)

HopStop.com

New York, NY

Frontend Developer (2011-Present)

- Site redesign: spearheaded initiative to redesign site and improve UI/UX; conceptualized, wire framed and created final compositions; met business requirements; created reusable and scalable visual elements; increased page views and average time on site
- Frontend development: wrote HTML, CSS and Javascript to support new site design; ensured cross-browser compatibility (IE 6+, FF 2+); improved page speed and site performance; wrote jQuery to support rich interactive interfaces of search and result pages, optimized site for tablet and touch devices
- Mobile design: designed HopStop's first iPad app; helped to design Windows and BlackBerry apps; worked towards creating a consistent style across all mobile platform apps
- Other development: designed and coded new 'Mobile', 'About Us', 'Press', 'Advisories', 'Transit Maps' and 'Yelp' pages; created custom HopStop Tumblr theme
- Marketing: designed and coded cross-client compatible HTML email template; created HopStop ads to promote mobile apps; designed ads for third-party clients to run on HopStop.com

AccuScore.com

Los Angeles, CA

Manager of Web Operations (2008-2010)

- Lead Frontend Developer: wrote standards compliant CSS and XHTML; ensured cross-browser compatibility; used Blueprint CSS framework; jQuery
- Lead Designer: created logo; crafted three total site revisions; UI's; widgets; ads; etc.
- Managed team of three backend developers: assigned tasks; tracked progress; assured quality standards and deadlines were met
- Managed B2B partnerships: spearheaded product integrations; delivered assets; worked directly with ESPN.com, Yahoo! Sports, LATimes.com, NYPost.com and more

- Google Analytics: analyzed user behavior on site and made changes to promote efficiency; set-up and tracked funnel goals; optimized keywords and content for SEO best practices
- Managed email marketing: created content strategy; designed templates; segmented mailing lists based on user activity; integrated and managed Listrack and BlueHornet EMS

NGTV.com

Beverly Hills, CA

Web Designer / Frontend Developer (2007-2008)

- Frontend development: wrote standards compliant CSS and XHTML; took mockups and created pixel-perfect code
- Web design: created new site elements, ads, UI/UX, promotional pages, etc.
- Responsible for site updates: edited flash templates; XML files; pushed changes to staging area for Q.A.
- Worked in a small team in an extremely fast paced environment