Shawn Boroomand

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OBJECTIVE

A highly motivating and progressive career in web and mobile user interface design, front-end development, online advertising and marketing.

EXPERIENCE

Mar 2020 - Present

Hulu – Santa Monica, CA
Senior Creative Developer
- Created new features, functionality and capabilities on the B2B Hulu Advertising and Press sites.
- Responsible for building and QA all B2B HTML email and newsletter marketing campaigns.
- Collaborated with design team and stakeholders in building pixel perfect, responsive microsites.

Mar 2018 - Sep 2019

MedMen – Culver City, CA
Senior Front-End Developer/UI Designer
- Responsible for company's brand product sites (Statemade, LuxLyte, Medmen) using Figma, Photoshop, responsive HTML, CSS3/SASS.
- Built the MedMen Delivery and Rewards micro sites with the design and React teams.
- Collaborated with the React team using JSX, Atomic Design Methodology, UI Storybook and React Styled Components to build company's React website.
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Oct 2016 - Mar 2018

Soothe, Inc – Hollywood, CA
Senior Front-End Developer/UI Designer
- Worked within the Agile/Scrum process with product managers to create responsive mobile, web landing and promo pages using HTML, CSS3/SASS, jQuery and Rails.
- Responsible for the company's WordPress pages using custom post types and PHP.
- Collaborated with the design team to design and build company's responsive homepage and e-mails.

Sep 2012 - July 2016

TigerConnect – Santa Monica, CA
Front-End Developer
- Worked within the Agile development process with product managers, back-end engineers, and QA to create dynamic web, mobile, splash and promo pages.
- Built CSS3 animation text, buttons and modules to mimic the native app experience.
- Worked within the Agile development process with back-end engineers, QA, and product managers.

Jan 2009 - Dec 2011

Napster – West Hollywood, CA
Front-End Developer
- Utilized HTML, CSS/CSS3, and JavaScript to integrate Napster's consumer web and mobile pages, registration, upgrade and purchase flows.
- Collaborated with the design team to create and build all e-mails and newsletters.
- Worked within the Agile development process with back-end engineers, QA, and product managers.

Jul 2002 - Aug 2007

iHomeowners, Inc – Calabasas, CA
Senior Designer/Front-End Developer
- Created national advertising campaigns for branded products including, E-Loan, Discover, Citifinancial, LendingTree and more.
- Designed hundreds of creative including Flash ads, animated banners, HTML emails, and newsletters.
- Developed unique microsites using HTML, CSS and JavaScript.
- Collaborated with Marketing Director to create compelling copy for banner ads, rich media ads and emails.

Aug 2001 - May 2002	**Liquid Advertising –** Santa Monica, CA
	Flash Designer/Front-End Developer

- Developed online advertising campaigns for national clients.
- Created dynamic HTML web pages, Flash ads, animated banners, splash pages and custom emails.
- Tested all creative for functionality in different browsers and at different resolutions.

Jun 1999 - Jul 2001	**r a z o r f i s h –** Venice, CA
	Front-End Developer/UI Designer

- Responsible for design and production for various websites, direct marketing pieces, HTML emails, landing pages, corporate identity materials, comprehensive style guidelines and other web projects.
- Led the creative team in the development of all front-end coding including HTML, DHTML and CSS.
- Start-to-finish conception, design, and production of high-profile web sites.

PORTFOLIO

Please visit: www.madpixel.com

SKILLS

HTML (hand code), HTML5, CSS/CSS3, SASS, LESS, React Styled Components, Atomic Design Methodology, JSX, Jade, JavaScript, PHP and Rails, Storybook, WordPress, Bootstrap, SalesForce.

Photoshop, Illustrator, Figma, Sketch, Atom, JIRA, SourceTree, Zeplin, GitHub, Slack, Trello.
Mobile Web Design and Development, Emails, Banner Ads, Newsletters.
Agile and Scrum Development Process, W3C Standards Code.

REFERENCES

Available upon request