

# DON DESROCHES

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## Objective

To create engaging, easy-to-use products that outperform their predecessor. By eliminating frustrations when it comes to the user interface, my objective is to make users enjoy their experience rather than just put up with it.

## Employment

### Pixafy

New York, NY

October 2013 - Present

#### Front-End Web Developer

- Interpret client designs into fully functional web sites using modern standards and best practices with HTML5, CSS3, and Javascript allowing for graceful degradation in unsupported browsers.
- Custom templating and skinning of Magento e-commerce sites including CMS pages, product category, product detail, cart, checkout, my account, & transactional emails.
- Custom templating for Wordpress blog sites including, plugin development using PHP.
- Engage with other team members in providing a collaborative work environment with shared knowledge and expertise to increase awareness of new and useful technologies.

### GroundLink

New York, NY

June 2013 - September 2013

#### Design Contractor

- Develop materials and strategy for consumer marketing team such as designing emails, display banners, web templates to capitalize on conversion of desired market.
- Create consistency with corporate marketing materials such as power point decks, print advertisements, sell sheets, postcards, letterhead, case study templates, trade-show banners, making sure they are on point with brand messaging with language that is clearly written and easy to understand.
- Improved conversion rate with redesign of transaction path to allow less interference during the checkout process.
- Improve over-all look of consumer & corporate marketing materials.
- Update all social media creative to keep it consistent with the brand.

### Quallsbenson

New York, NY

February 2013 - June 2013

#### Director of Web Development

- Manage & Build Websites using HTML5, CSS3, JavaScript, PHP, & MySQL.
- Responsible for complete build, cross browser testing and connection to Wordpress CMS or custom CMS.
- Aid in Design for website's UI, UX & icons.

### QualityHealth

Exchange Place, NJ

November 2009 - February 2013

#### Sr. Designer

- Design - Web Banners, Mini Cookbooks, Site Mocks, Micro-sites, Email Series.
- Development - HTML & CSS for Newsletters, Landing Pages, Micro-sites, Email Templates.
- Media Lead Designer – Coordinated with Media & Creative teams to ensure Display Ads & Landing Pages are relevant to objective and delivered on time.
- Integrated Programs Lead - Design, build, & package Micro-sites, Email Series, & Display Ads for review and implementation.
- Design Lead for updating and testing registration flows and transaction paths to improve conversion.
- Photo Touch-ups - Color Correction, Level Adjustments.
- A/B Testing.

## Education

### Purchase College

White Plains, NY

May 2009

#### Bachelors of Art in New Media

Minor in Visual Arts

#### Deans List

Teachers Assistant

## Skills

- Adobe Software Suite ( *Illustrator, Photoshop, Premier, Flash, After Effects, InDesign* )
- HTML5, CSS3, JavaScript, PHP, MySQL
- Microsoft Office Suite ( *Word, Excel, PowerPoint* )
- Computer Operating Systems ( *Windows XP/Vista/7 & Mac OSX 10.1+* )

## Achievements

- Presidential Club for Outstanding Achievement at QualityHealth