

alex rumsey

creative professional

- development •
- design •
- direction •
- management •

contact

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portfolio

<https://alexrumsey.com>

programming languages

HTML / HTML5
CSS / SCSS / SASS / LESS
PHP
jQuery
JSON

toolsets

Wordpress
WooCommerce
Google Maps API & Mapbox.js
Greensock & Scrollmagic
Flexbox
Bootstrap
AJAX
Git Version Control
Adobe Creative Suite

Tech savvy, creative self-starter with a proven track record of producing award-winning web and design projects. Master multitasker with a strong technical acumen, excellent communication skills and a keen eye for producing epic results.

experience

King Louis, Chicago

Co-Founder & Creative Director

2013 - Present

Launched a boutique design and marketing company, focused on helping small businesses.

- Design and develop custom websites and marketing materials for a wide range of industries
- Produced and manage over 15 websites for [Hamburger Mary's](#), an international restaurant franchise
- Administer websites and marketing materials for [The Revel Group](#), a complex family of event industry brands
- Created identity suite and marketing materials for [Shortlist Agency](#)
- Designed and developed portfolio website for [Filoramo Talsma Architects](#)
- Manage client relations and business affairs
- Lead sales efforts and client interactions creating lasting relationships
- Manage finances from quoting and billing to general bookkeeping
- Create and maintain budgets for all design projects

Dealer Inspire / Cars.com, Chicago

Contract Front-End Developer

2019 - Present

Freelance developer for a leading web technology company with hosted website solutions in the Automotive Industry.

- Create custom landing pages for special initiatives and OEM programs
- Lead animation development on custom design webpages
- Consult on complicated development problems and designs with Creative and Art Directors
- Customize complex online forms for lead generation

Launch Digital Marketing, Naperville

Senior Developer

2015 - 2018

Lead front-end developer at a subsidiary marketing company of Cars.com managing non-automotive clients.

- Lead front-end developer on multiple [W3 Award Winning Websites](#)
- Trained team on SVG, CSS, and Javascript animations as well as producing clean code
- Composed sophisticated and intricate websites for a variety of industries
- Specialized in inventive animations and user experiences
- Managed internal marketing materials such as email templates and websites
- Responsible for customizing forms and integrations for complicated user interactions
- Produced websites optimized for speed and SEO
- Managed client communications and training for website projects

Revel Decor, Chicago

Creative Director

2011 - 2013

Creative director for an event design and production company managing events of 10 to 2,000 people.

- Served as creative bridge between sales and production departments
- Led team of 10 full-time staff and 30 part-time freelancers
- Created custom graphics for events following client brand and identity guidelines
- Provided quality control over concepts, designs and projects
- Contributed to brand recognition through development of corporate aesthetics
- Developed and managed marketing materials, sales tools and website
- Applied systems to ensure productive events which aided in a 200% increase in sales

competencies

- Mobile optimized and responsive programming approach
- Pixel perfect implementation of designs
- Proficient with team development strategies
- Produce clean and polished code with annotations for easy updates
- Skilled eye for color, composition, texture and detail
- Experienced in directing multiple large and small scale projects

awards

W3 Silver Award for Visual Appeal & Experience

Illinois Network of Charter Schools

2019

W3 Silver Award for User Experience & Interface

Plant Perks

2018

W3 Gold Award for Website Features & User Experience

Rosati's Pizza

2017

education

Columbia College, Chicago

Bachelor of Arts

June 2003

- Major in Photography
- Minor in Web Design and Development