CHAD OSTROFF

FRONT END DEVELOPER, WEB STRATEGIST, USER EXPERIENCE (UX), INTERACTION DESIGN (IXD), CONVERSION RATE OPTIMIZATION (CRO)

EDUCATION

Associate of Applied Science
Interactive Media & Web Design
The Art Institute of Houston
2003 - 2004

EXPERTISE

- Team leadership, Mentoring
- Client facing, Sales experience
- Strong communication skills
- Skilled problem solver
- Web strategy & planning
- UI/UX, CMS, Analytics

EXPERIENCE

Manager, Interaction Design   Aug 2017 - Present
Global Custom Commerce / Blinds.com (a Home Depot Company)

Work as the primary technical expert on Front-end development and coding standards for the marketing department. Serve as a project leader and provides technical mentor to team and peers. Responsible for establishing front-end/UI layer coding standards. Partner with lead UX designers to build a component and template library with incredible interactions. Fearlessly A/B test new design concepts.

Team Lead, Design & Development   Dec 2014 - Aug 2017
Forthea Interactive

Ultimately responsible for the success of a client's engagement within Forthea. Day-to-day supervision of client design and development projects including strategic approach, bid recommendations and performance. Develop, motivate and train members of my team including designers, developers and specialists.

Lead Web Developer   Jan 2014 – Dec 2014
Forthea Interactive

Developed high-level client strategy and long-term planning based on performance and results. Worked with clients and team to gather business, user and marketing requirements. Prepared and presented client deliverables including reports, wireframes, mockups, prototypes and style guides.

Lead Web Strategist/Senior Web Developer   May 2012 - Jan 2014
Adcetera

Scoped and outlined functional requirements for web development and interactive projects. Provided UI/UX recommendations and direction to the design team. Ensured that design elements support marketing goals and provide optimal user experience.

PROFILE

I'm Chad Ostroff! Front End Developer & Conversion Optimization Specialist, interested in creating scalable web sites and applications with well planned and executed UI/UX.

I have 15+ years of experience working with various languages, open source and enterprise CMS platforms. Developing custom applications, themes, plugins and modules extending core functionality, enhancing performance, user experience, conversion and marketing efforts.

SKILLS

- Mobile-first/Responsive Design/Dev
- HTML/CSS, CSS Preprocessing
- LESS, SASS, JS, .Net, PHP, MySQL, SQL
- A/B/N, Multivariate & Experience Testing
- Web Analytics & Metrics Reporting
- User Experience (UX)
- Interaction Design (IxD),
- Conversion Optimization (CRO)
- Headless CMS, WordPress, Ektron
- HTML & CSS Design Systems
- Version Control/Git
- Prototyping/Rapid Prototyping
- Implementation

** Work samples available upon request

CONTACT

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