

# Bora Baser

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I am a versatile designer and developer with over 15 years of experience working on multiple concurrent digital projects in fast paced marketing and advertising agencies. My expertise lies in front-end web development, responsive UI/UX design for web applications, Visual and Experience design, Information Architecture, video and game production, as well as troubleshooting complex problems and delivering solutions for clients small to Fortune 500. I am a dedicated professional with passion for exploring new ideas, emerging technologies, and creativity who is eager to grow by tackling new challenges and delivering robust solutions collaboratively with a team.

## Skills

- Specialized in designing and developing responsive, pixel perfect web sites, landing pages, user interfaces, prototypes, wireframes, online games, web animations, email templates, and animated web banners.
- Programming Languages: HTML/5, CSS, LESS/SASS/SCSS, Tailwind CSS, CSS Module, PHP, JavaScript (ES6+), React.js, Vue.js, jQuery, VanillaJS, JSON, TypeScript, Liquid, Node.js, Jekyll
- Frameworks: Bootstrap 5, Zurb Foundation
- Web services: AWS, Salesforce Media Cloud
- Collaboration tools: Git, GitHub, Bitbucket, SVN, Agile/SCRUM, Jira/Confluence
- UI/UX tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, After Effects), Sketch, Zeplin, Figma, InVision.
- Tools: Visual Studio Code, Gulp, Vite.js, Npm, Webpack, Docker, BrowserStack, Litmus, Email on Acid.
- CMS and marketing automations: Sitecore, WordPress, Drupal, Adobe Experience Manager, CrownPeak, HubSpot, Salesforce, Shopify, Marketo, Campaign Monitor, Veeva, Sizmek, Google Analytics, ClickTale.

## Employment History

### Front End Developer, Freelancer, Los Angeles, CA, November 2017 – Present

- Provide web development services such as full responsive web builds, landing page and banner and email development.

### Senior UI/UX Developer, Tag Worldwide, Los Angeles, CA, July 2018 – July 2022

- Created engaging digital marketing materials for Amgen, one of the world's largest independent biotechnology companies, including 10 Interactive Visual Aids (iVAs) for iPad use with Veeva iRep and 3 kiosks.
- Developed and maintained over 15 pharmaceutical brand websites for Amgen using the Sitecore Content Management System.
- Implemented responsive design themes using HTML, CSS, SASS, JavaScript, Ajax, JSON, Grunt, Sitecore Experience Accelerator, and front-end development frameworks including Bootstrap.
- Delivered website projects on time and within budget by collaborating closely with in-house developers, offshore teams, outside design agencies, and project managers in an Agile development environment.
- Created 30+ rich media banner ads using HTML5, CSS, JavaScript, and GreenSock (GSAP) for ad services such as Sizmek and Google Banner Ads that drove a 16% increase in engagement and a 12% increase in conversions within a 3-month period.
- Coded and implemented clean, standards-compliant HTML emails and templates for Amgen email campaigns specifically targeting health care providers and patients in multiple Email Service Providers, including Salesforce Marketing Cloud, Veeva CRM Approved Email, and Campaign Monitor.
- Tested HTML emails, revised code when necessary to ensure campaigns rendered properly across multiple email clients, browsers, and mobile devices by thoroughly testing and troubleshooting with tools such as Litmus and Email on Acid.
- Developed branding in the web UI front-end using Styled Component and CSS Module, ensuring a consistent and visually appealing user experience.
- Guided cross-functional teams through technical project kickoff meetings and daily standup meetings for multiple projects, achieving strong team alignment and delivering high-quality results.

- Reviewed project goals and timelines with project managers and conducted research in their respective fields to inform UI design, resulting in optimized user experiences and increased engagement.
- Conducted cross-browser testing with the QA team and resolved critical layout issues for supported browsers, ensuring optimal website performance and user experience.
- Implemented Google Analytics and various tags and plugins into the websites to capture visitors' behavior, resulting in valuable insights for the client.
- Created documentation for the Interactive Visual Aids and Web development processes, including technical specifications, user guides, and training materials, intended for use by in-house developers.
- Mentored 3 junior front-end developers on the team, expanding their JavaScript, HTML, and CSS3 skills through code reviews, pair programming sessions, and technical training, resulting in increased productivity and skill development.

### **Senior Digital Developer, Archer Malmo, Memphis, TN, Jan 2013 – November 2017**

- Led the development and launch of multiple digital projects for high-profile clients, including Pfizer Animal Health, Zoetis, Evergreen Packaging, Hilton, and FedEx. Delivered websites, landing pages, microsites, emails, and rich media banner ads that increased client satisfaction by 20% and generated a 15% increase in repeat business.
- Developed interactive visual aids for Zoetis' sales force teams to use on iPads, increasing productivity and efficiency in veterinary market sales by 30% and customer engagement by 25%.
- Managed technical project kickoff meetings and actively participated in daily standup meetings, facilitating seamless communication and collaboration between cross-functional teams and ensuring timely project delivery.
- Collaborated closely with front-end and back-end developers, ensuring coherence and consistency between all parties and resulting in a 25% increase in website speed and performance.
- Mentored and trained two front-end developers, resulting in a 40% increase in their productivity and a 50% decrease in error rates.
- Championed the Web Accessibility Initiative (WAI) and implemented accessibility features across all digital projects, improving user experience for diverse audiences and ensuring compliance with relevant regulations.

### **UI/UX Designer Specialist, Archer Malmo, Memphis, TN, Jul 2007 – Jan 2013**

- Created and published mobile apps on iOS and Android platforms using PhoneGap, including location finders and cost calculators for clients such as Palm Beach Tan and RCBS, with a total of 10k+ downloads.
- Built a customized WordPress-based website for FedEx SenseAware, complete with training documentation to ensure efficient and effective use.
- Designed and developed an award-winning, highly engaging Flash-based online game for Valent U.S.A.'s campaign, SaveTheSuper.com, resulting in significant attention and multiple awards in 2009.
- Produced interface designs, prototypes, and wireframes for website and microsite projects.
- Optimized content layout for kraftheinzingredients.com, resulting in an impressive 18% increase in time on site and pages viewed.
- Developed an educational website for Terminix's Harry's Big Adventure program, resulting in a 25% increase in time spent on site and pages viewed per visit, and awarded the prestigious IABC Gold Quill Merit Award in 2009.
- Managed email campaigns for high-profile clients, including FedEx, Zoetis, Hilton, and YMCA, creating templates, subscriber lists, and landing pages using ESPs.
- Designed dynamic Facebook pages for successful marketing campaigns for clients such as FedEx, Palm Beach Tan, and Terminix.
- Redesigned the layout and graphics of Smith & Nephew's product websites.
- Produced a Flash-based website for Norfolk Southern's national campaign, significantly increasing traffic by 22% and time on site by 41%.
- Designed and implemented interactive banner ads with tracking codes for increased engagement and insights.

### **Education**

B.F.A. in Computer and Advertising Arts, Memphis College of Art, Memphis, TN.