

# Eddie Ortiz Jr.

914-215-0253

[LinkedIn](#)

[eddie@ortizworks.com](mailto:eddie@ortizworks.com)

[www.ortizworks.com](http://www.ortizworks.com)

Croton on Hudson, NY 10520

---

## CREATIVE DESIGNER · FRONT-END DEVELOPER · ECOMMERCE

---

Resourceful, self-starter with 15+ years' experience in all aspects of web design and development. Very strong interpersonal and analytical skills, working seamlessly with teams or independently. A long-standing tradition of creative development, working for companies such as DC Comics, CB Richard Ellis and Univision Television. My client needs are my first mindset.

---

## PROFESSIONAL CAREER

---

### Design and Web Developer (Project Based)

Morris & Weber Associates — West Caldwell, NJ

March 2020 — Present

Work in all aspects of design and web development, utilizing WordPress, Adobe After Effects, InDesign and Microsoft PowerPoint to server our client needs. Develop strategies to improve their SEO and SEM statistics. Maintain our client's websites, providing updates to better suit their customers.

Our client list includes:

- Daisy Organic Bakery
- whoowe
- PTM Partners
- Essex County Board of Elections
- Councilwoman Amy Lewis
- Councilwoman Britnee N. Timberlake
- Clearly Branded
- Radigan Associates
- Ricoh
- SGS Group
- Young Men's Lyceum
- Christmas Tree Farm
- 140 Grand
- Nestle Purina

### Senior Front-End Developer

Wine Enthusiast Companies — Valhalla, NY

August 2010 — March 2020

Netsuite front-end developer managing all aspects of our SuiteCommerce Advanced website, including our product details pages, asset management, code development, deployment, website updates and enhancements.

### Agile Development

Conceptualize, research, UX prototyping (including visual communication and interactivity), test, code production and deployment utilizing Jira's Kanban board.

# Eddie Ortiz Jr.

914-215-0253

[LinkedIn](#)

[eddie@ortizworks.com](mailto:eddie@ortizworks.com)

[www.ortizworks.com](http://www.ortizworks.com)

Croton on Hudson, NY 10520

Our essential tools for development include:

- Visual Code Studio
- Bootstrap
- HTML5
- CSS3/SASS/LESS
- JavaScript ES6
- Chrome Dev tools
- Google Web Developer
- Google Fonts
- Adobe Creative Cloud
- Figma
- Adobe Photoshop
- CodePen
- BrowserStack
- Google Sites

My most successful accomplishment at Wine Enthusiast was designing and developing our Custom Cellars section. I worked exclusively with our Wine Cellar Storage Solutions Group, researching, prototyping and designing approachable experiences to promote our custom cellar solutions. This resulted in increased customer visits and revenue lifts.

Designed and developed marketing email campaigns utilizing DotDigital as our email deployment tool. Ran A/B testing and tracked email performance to reduce bounce rates and increase open and click-through rates.

Additional experience includes roles as Online Creative Developer for Christopher Radko, Senior Graphic Designer for Univision Communications, Cultural Experiences Abroad and CB Richard Ellis, Creative Director for DentalTown, Art Director for DC Comics, Editor for Warner Bros. Worldwide and Private Investigator for Terrier Claims.

---

## EDUCATION

---

**The School of Visual Arts**, New York, NY  
Bachelor of Fine Arts

---

## CERTIFICATES & PROFESSIONAL MEMBERSHIPS

---

**American Graphics Institute**, New York, NY – UX Design  
**Fu Jow Pai Federation Association**, New York, NY – Martial Arts Instructor

---

## SMALL BUSINESS OWNER

---

**World of One Sixth**, Westchester County, NY