

Eddie Ortiz Jr.

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Croton on Hudson, NY

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CREATIVE DESIGN • CODE DEVELOPMENT • ECOMMERCE

Technology driven, self-starter with over 18 years of experience, working on creatives and deliverables to generate a better customer experience. Solution focused, client-facing, digital programmer focused on cross-browser compatibility issues, implementing and deploying deliverables within the company timeframe. My customer needs are my first mindset. Very strong interpersonal and analytical skills.

EXPERIENCE

Shopping Experience Manager

Audible

May 2021 – Present

Working directly with the Director of Shopping Experience to project manage a robust A/B Test plan through 2021-2022 focusing on tactics to drive revenue. Collaborated heavily with Content Discovery Team and Category Owners to identify revenue opportunities testing site merchandising, Category, Carousel and Give as Gift functionality, and personalized content based on customer segmentation. Used internal business intelligence, revenue forecasting and Adobe Analytics to produce testing summary and future recommendation for optimal user experience.

Core Responsibilities

- Managed the registered homepage for all member surfaces
- A/B testing to maximize member usage and KPI's
- Communicate with business owners on campaigns, sale scheduling and issues
- Full working knowledge of JSON markdown using internal business intelligence
- Reporting and forecasting

Designer and Web Developer

Morris Weber Associates

March 2020 – Present

Work on 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.

Senior Front-End Developer

Wine Enthusiast Companies

August 2010 – March 2020

Managed all aspects of multi-platform and mobile-friendly websites, including creative development and implementation of responsive and adaptive web pages.

Systems Development Life Cycle

- Effectively executed two website re-design and deployment launches during my tenure with the

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company.

- Facilitate site content updates and improvements to our e-commerce web application using Netsuite - SuiteCommerce Developers SMT, Cloud based hosting. New promotions were implemented to the platform and tested prior to launch using BrowserStack.
- Utilized HTML/CSS/Javascript stack for better load times and user experience on multi-browser environments.
- Worked throughout our websites to promote ADA compliance (WCAG).
- Performed project management tasks using JIRA's Kanban board for team collaboration and project management, collaborating with cross-team confab, including executives, producers, marketing and engineering to ensure deliverables meet set deadlines.

UX Designer

- Conducted field research, designing and implementing new site content style guide, architecture and navigation scheme for Wine Enthusiast's website redesign.
- Worked exclusively for our Wine Cellar Storage solutions group, researching, prototyping and designing approachable experiences to promote custom cellar designs, resulting in increased user satisfaction and call volume.
- Discovered and leveraged customer insights to create a better shopping experience. Responsible for moderating weekly user testing and refining research outputs.
- Designed and coded marketing campaign material for email & web distribution including A/B testing, asset swapping and POS email address collection.
- Presented website usability best practices using "Mobile First" technology, focusing on responsive design and other notable industry trends.

EDUCATION

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

ENGINEERING TECHNOLOGIES

HTML5, CSS3, JSON, Bootstrap Frameworks, Visual Code Studio, PHP, Microsoft Office 365, Figma, Adobe Creative Cloud, & Jira.

ENTREPRENEURSHIP

[World of One Sixth](#), Westchester County, NY - 1/6 Loose Gear Parts and Boxed Figures in business since 2013.