

Mat Sachs

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Overview

Broad experience in online marketing production developing static and CMS websites, banners, rich media campaigns, and interactive microsites.

Works directly with clients, designers, art directors, and creative directors to produce and concept websites, eCommerce websites, online campaigns, motion graphics, and mockups.

Experienced web and interactive developer with diverse background working on high profile brands and industries including health, news, associations, and retail. Proven ability to bring creative vision and messaging to life in web and multimedia environments.

Skills and Expertise

Roles: Website and interactive production, HTML/CSS/JS/Liquid developer, design collaboration, motion graphics/animation, video editing, vendor management, banner production

Proficient:

Responsive HTML5, CSS3, Shopify Liquid, Animation, Flash banners and rich media, After Effects, Photoshop, Illustrator, Sizmek/MediaMind, Celtra

Working Knowledge:

Git, GitHub, NPM, Gulp, SASS, PostCSS, BASSCSS, BEM-CSS, JavaScript, jQuery, Bootstrap, Mac command line - Bash, Graphic Design, InDesign, project management tools, KeyNote

Basic:

PHP, MySQL, Linux, WordPress, 3D, Premiere, PowerPoint, HTML emails, SEO, statistics, Excel

Professional Experience

Freelance, Washington DC, May 2016 to Present

- *Website Development* • *Shopify Development* • *Web Production/Graphic Artist*
- Developed a "subscription builder" for Guitar Loves eCommerce store using JavaScript. The form allows users to select either a one-time or subscription option, among 3 different packages. If the customer selects a subscription, they're given a chance to select an add-on package. Their selections are summarized on screen and then the data is passed, via a sequencing queue, to a 3rd party plugin that manages subscriptions for customers and store owners.
- Developing and styling a WordPress theme based on the Underscores boilerplate. The theme uses SASS, a Vagrant development environment, and NPM command line build tools.
- Used JavaScript and GSAP to mockup a webpage with an animated pushdown banner for an advertising campaign.

Adworks Inc, Washington DC, 1999 to May 2016

- *Interactive Director* • *Creative Web Developer* • *Market Research Assistant*

Originally hired by Adworks in 1999 to assist with market research and statistical analysis of advertising consumer awareness. Continually developed web, motion graphics, programming, and design skills to assist the agency's emerging interactive and online product offerings. Assumed development and director roles of Adworks' digital department as demand for the agency's digital products grew.

- Animated HTML5 banners and Landing Pages for Total Wine & More national campaigns.
- Worked with creative and art directors to craft a national rich media campaign, including in-banner video and synched leaderboard/box banners, raising awareness of Cleveland Clinic's world class health offerings and innovative medical solutions.
- Developed 3D interactive Flash microsite for Brick Southeast association. The site incorporated a 3D model of a house, 3D camera allowing users to rotate the house on XYZ axis', and animated illustrations with After Effects to promote the benefits of building with brick.
- Animated and programmed Adworks' redesign of MyEyeDr's website with an animated Flash interface. Oversaw outside vendor's development of the HTML site and CMS system. Worked closely with vendor to ensure both the HTML and Flash versions of the site shared CMS data.

Education

University of Denver

Bachelor of Arts Degree in International Business, June 1998

- Minor in Japanese

Northern Virginia Community College

2003 to 2005

- Continuing education classes in Graphic Design

Online Web Development and Graphic Design Courses

2000 to present

- Continually learning new skills and technologies

Example Projects and Links

- <http://www.matsachs.com> Portfolio of example projects
- <https://www.npmjs.com/~matochondrion> public repository of NPM projects
- <https://github.com/matochondrion> public repository of GitHub projects
- <https://guitarloves.com/pages/subscription-builder> Recent example of UI Form build on Shopify platform using JavaScript, jQuery, and Recharge subscription plug-in
- <https://www.pavoi.com/> Recent Shopify development project.