

brandon russ

(386) 801-6522

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brandonruss@brandonruss.com

05

October 2014 - October 2017
Designer / Developer

Newell Brands
2381 NW Executive Center Drive
Boca Raton, FL 33431
(561) 912-4100

Developed custom responsive HTML/CSS framework used to send all emails for Newell's top brands. Developed all Salesforce Marketing Cloud templates used to send emails. Mentored all other designer/developers in the use of HTML/CSS framework and SFMC. Developed code for up to forty custom emails per week. Designed up to four custom emails per week along with supporting design assets.

Developed production ready, responsive HTML/CSS and jQuery code for e-commerce websites. Designed award-winning websites for existing brands as well as new product launches.

Developed information architecture and interaction designs for major e-commerce website redesigns.

Worked closely with directors, managers and members of IT as a liaison/translator between technical and non-technical personnel.

04

July 2004 - Present
Independent Designer / Developer

brandonruss.com
South Florida, Orlando,
Shanghai, Seattle, Cincinnati
(386) 801-6522

Art direction, design and production for digital and print.

Project-based work has included design and development for social networking applications, content management systems, corporate websites, responsive email marketing campaigns, banner advertising, online games, viral marketing programs, monthly email newsletters and more.

Clients:

1-800-PetMeds
Allianz
BBDO
Carhartt
ConAgra Foods (Healthy Choice)
Disney
gyro
Lander
Miller Lite
NASCAR
Newell Brands (Breville UK,
Crock-Pot, FoodSaver, Holmes, Mr.
Coffee, Oster, Sharpie, Sunbeam)
Nordstrom
Proctor & Gamble

03

May 2013 - November 2013
Designer / Developer

Commerce Data Science
3651 FAU Boulevard, Suite 400
Boca Raton, FL 33431
(213) 973-6409

Responsible for all HTML and CSS development for fashion-driven, celebrity-backed social shopping website.

Architected HTML/CSS framework and developed all HTML and LESS CSS for both desktop and mobile versions, helping take the website from 0 to over 50,000 users in less than five months.

Developed custom jQuery UI components. Integrated Javascript and jQuery plugins. Utilized the latest responsive HTML5 and CSS3 techniques and performed ongoing maintenance and enhancements in a Backbone.js environment using Git for version control.

02

May 2000 - July 2004
Art Director / Developer

Haverstick Consulting
10300 Alliance Drive, Suite 105
Cincinnati, OH 45242
(513) 826-5749

Developed brand and identity systems and translated existing brands to the web. Created detailed information architecture deliverables, interaction and visual designs. Produced graphics, hand-coded HTML and CSS. Established style guides to document complex design systems.

Developed brand and identity system, identity standards, promotional items, corporate websites and all on-screen and printed corporate communications materials for one of Cincinnati's largest consulting companies.

Clients:

Brown & Williamson
City of Cincinnati
General Electric
Johnson & Johnson
Milwaukee Electric Tool
Procter & Gamble
U.S. Air Force

01

August 1999 - May 2000
Designer / Developer

Mainstreetweek
255 South Orange Avenue
Orlando, FL 32802
(407) 649-8488

Helped launch a suite of financial websites, developed brand and identity systems, style guides, visual and interaction designs.

Produced all graphics, hand-coded HTML and CSS. Performed ongoing maintenance and development of large-scale database-driven websites.

Education

Stetson University
Bachelor of Music, Performance

Proficient With

Dreamweaver, Git, Illustrator,
InDesign, Photoshop, Sublime Text
and others

CSS3 and Preprocessors, HTML5
and Responsive HTML Emails,
jQuery and WordPress

Mac and PC