

MICHAEL ROSSI

UI/UX Designer | Web Developer

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PROFESSIONAL SUMMARY

Creative and results-driven **UI/UX Designer & Web Developer** with extensive experience in **front-end and back-end web development**. Adept at designing and developing **user-centric digital experiences**, managing projects, and ensuring websites meet **ADA compliance, SEO best practices, and brand guidelines**. Skilled in **client training, cross-functional collaboration, and web security**. Passionate about continuous learning and staying ahead of industry trends.

TECHNICAL SKILLS

Web Development & Programming

- ✓ WordPress, Bootstrap, SharePoint, HTML5, CSS3, JavaScript, jQuery, PHP, Python, MySQL
- ✓ GSAP, SVGator, phpMyAdmin, MAMP, WAMP

UI/UX & Design Tools

- ✓ Figma, Adobe XD, Illustrator, Photoshop, Dreamweaver

SEO & Analytics

- ✓ Google Analytics, Google Tag Manager, SEO Optimization

Project Management & Compliance

- ✓ ADA Compliance (Axe DevTools), Website Security, Site Maintenance
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PROFESSIONAL EXPERIENCE

KAISER PERMANENTE – Oakland, CA

IT Applications Engineer | September 2016 – Present

- Lead **UI/UX design and web development** for multiple Kaiser properties, ensuring compliance with **ADA standards** and **brand guidelines**.
 - Collaborate with **clients, designers, developers, and video teams** to execute high-quality digital solutions.
 - Develop **storyboards, wireframes, and interactive prototypes** (Adobe XD, Figma).
 - Train clients on **WordPress content management** and best practices.
 - Manage **project timelines, budgets, and stakeholder expectations** while prioritizing multiple projects.
 - Build responsive, **mobile-friendly websites** (Bootstrap, WordPress, GSAP).
 - Build internal websites using **Microsoft SharePoint**
 - Implement **custom-coded solutions** using PHP, JavaScript, and CSS for tailored client needs.
 - Ensure **cross-browser compatibility** and test across different environments (**Production, Dev, Staging**).
 - Integrate and manage **Google Analytics, Google Tag Manager, and SEO optimizations**.
 - Develop email campaigns using **MailChimp** and optimize web assets for better performance.
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FREELANCE WEB DESIGN – Millbrae, CA

Web Designer & Developer | December 2014 – Present

- Design and maintain **WooCommerce-based jewelry eCommerce websites**.
 - Develop **portfolio websites** for artists and creatives, focusing on sleek design and functionality.
 - Provide **ongoing website maintenance and security enhancements**.
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EDUCATION

Art Institute of Pittsburgh – Pittsburgh, PA

 **Bachelor of Science in Web Design & Interactive Media** | November 2014

City College of San Francisco – San Francisco, CA

 **Certificates in Python, JavaScript, jQuery** | January 2016

ADDITIONAL EXPERIENCE & INTERESTS

- Completed **Codify Academy Bootcamp** (San Francisco, 2015).
- Attend **web design and development conferences** (Smashing Magazine, An Event Apart) to stay updated on industry trends.
- Passionate about **programming, animation, circuitry, sports (football, baseball), video games, board games, mountain biking, Disneyland, and drumming.**