

MICHAEL ROSSI

UI/UX Designer | Web Developer

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PROFILE

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.

SKILLS & TECHNOLOGIES

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- Cursor IDE, Claude, Copilot, Chat-GPT

Web Development & Programming

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

- WooCommerce, ACF, Custom Post Types, WP Bakery, WP Forms, Popup Maker, WP Cerber, MC4WP

UI/UX & Design Tools

- Figma, Adobe XD, Illustrator, Photoshop, Dreamweaver

SEO & Analytics

- Google Analytics (GA4), Google Tag Manager (GTM), SEO Optimization

Project Management & Compliance

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

Version Control

- Git, GitHub

Platforms

- PC, Mac

Software

- Excel, Word, MailChimp, Brevo

WORK HISTORY

KAISER PERMANENTE – Oakland, CA

IT Applications Engineer | September 2016 – November 2024

- 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 in **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.

FREELANCE WEB DESIGN – Millbrae, CA

Web Designer & Developer | December 2014 – Present

- Designed, developed, customized, and maintain **WooCommerce website** for my upcoming children's book.
- Develop **portfolio websites** for artists and creatives, focusing on sleek design and functionality.
- Provide **ongoing website maintenance and security enhancements**.

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

BEYOND THE RESUME

- Completed **Codify Academy Bootcamp** (San Francisco, 2015).
- Authored and publishing two upcoming children's books (The BOOGEYBEAR, Cows that live on the Mooooooooooooon!)
- Attend **web design and development conferences** (Smashing Magazine, An Event Apart, Adobe Max) to stay updated on industry trends.
- I am passionate about **programming, animation, circuitry, sports (football, baseball), video games, board games, mountain biking, Disneyland, and drumming.**