Phillip Celestine

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Experience coding aesthetically pleasing websites enhancing user experience on desktop and mobile. Completed a two-year degree in web application design, professional experience coding custom Front End scripting languages using HTML, CSS 3, JavaScript, jQuery, and Bootstrap for responsive mobile websites. Experience includes wire-framing and prototyping websites, web applications, and mobile native apps.

**Work Experience**

**Email Developer**

Westcoast University September 2022 to February 2024

* Experienced with Salesforce Marketing Cloud developing e-mail templates and customized HTML/CSS code to improve user experience and e-mail marketing best practices.
* Built responsive email templates using MJML framework.
* Personalized dynamic email experience using Amp script as well as managing and creating data extensions to import, tailor, and extract Marketing Cloud data.
* Ensure identical rendering across browsers, ESPs, and devices.
* Troubleshoot HTML, CSS, and other performance issues using Email on Acid and Litmus.

**Front-End Developer/Email Developer**

American Express December 2022 to August 2023

* Played a key role in the creation and development of landing pages as part of comprehensive digital campaigns.
* Collaborated closely with cross-functional teams to align design and functionality with campaign objectives, ensuring a seamless user journey from email campaigns to landing pages.
* Conducted A/B testing and implemented feedback loops to optimize landing page performance and conversion rates, contributing to the overall success of digital marketing initiatives.
* Personalized dynamic email experience using Amp script as well as managing and creating data extensions to import, tailor, and extract Marketing Cloud data.
* Ensure identical rendering across browsers, ESPs, and devices.
* Implemented WCAG 2.2 AA guidelines to ensure accessibility and compliance for the Credit Intel landing pages.

**Digital Producer**

World Vision February 2022 to June 2022

• Managed micro-sites under the World Vision brand.

• Developed landing pages in WordPress and HubSpot CMS.

• Implemented mobile-first features across various browsers.

• Collaborated with the creative team in an Agile environment, consisting of UX/UI designers, graphic designers, and SEO analysts, to deliver data-driven landing pages and micro-sites.

**Front End Developer**

McAfee TX October 2021 to January 2022

• Developed landing pages for the use of AEM (Adobe Experience Manager).

• Implemented mobile-first features across multiple browsers.

• Collaborated with back-end developers and UX/UI Designers to improve usability

• Contributed with other front-developers and provided help with coding and troubleshooting campaign landing pages.

**Web UI Designer**

Club Corp July 2021 to October 2021

* Led the visual design of web interfaces, including typography, buttons, and color palettes, to ensure cohesive branding across mobile and desktop screens.
* Utilized Figma to create detailed wireframes and interactive prototypes to map out user interfaces and workflows, ensuring a seamless user experience from concept to final design.
* Collaborated closely with graphic designers to define and implement innovative solutions for product direction and visuals, contributing to the creation of user-centric designs.
* Established and promoted design guidelines, best practices, and standards to maintain consistency across all digital platforms.

**Web Developer/Email Developer (Freelance)**

Front Burner Restaurant Group May 2021 to July 2021

* Managed various WordPress sites, providing website maintenance and enhancements, while also developing detailed wireframes and high-fidelity prototypes using Adobe XD to guide the development of key website features.
* Created quality mockups and prototypes within tight deadlines, facilitating clear communication between stakeholders and development teams, and ensuring the final product met business and user needs.

• Wrote functional requirement documents and specifications.

• Developed cascading style sheets (CSS) for consistency across all browsers and platforms.

• Maintained graphic standards and branding.

* Utilized Stripo email builder to design HTML email templates.
* Tested HTML email templates for consistency across multiple email clients using Email on Acid.
* Applied WCAG 2.2 AA guidelines to ensure accessibility and compliance for restaurant business web pages.
* Navigated through Vue.js code to fix the geolocation for the Whiskey Cake restaurant page.

**Email Developer**

TractManager March 2019 to December 2019

• Designed and developed responsive HTML e-mail templates and landing pages using Pardot.

• Worked closely with key stakeholders to align objectives.

• Continuous A/B testing and optimization improving CTR.

• Designed, developed and relaunched responsive websites.

• Executes full-stack website launches specializing in front-end features, browser manipulation, and cross-browser compatibility.

• Coordinated with copywriters and graphic artists on integration of images, icons, banners, audio and other features for the website relaunch.

**Front End Developer (Freelance)**

Compass Point Marketing January 2018 to March 2019

• Developing intuitive, usable, and engaging interactions and visual digital designs across the web and mobile platforms.

• Creating website layouts and user interfaces using standard HTML/CSS practices.

• Collaborating with cross-functional teams to produce graphical resources in line with branding.

• Identifying user experience problems and translating them into actionable items to solve business problems.

• Crafting wireframes, mockups, site/flow maps to define the user experience.

• Communicating and assisting various departments throughout the design and production process.

* Implementing, testing, and maintaining new functionalities and features across websites.
* Maintaining software documentation throughout project lifecycles.

**Senior Web Designer**

Limo Anywhere September 2014 to December 2017

• Responsible for designing and developing website templates.

• Integrated a Content Management System for website content updates.

• Collaborated with a team of developers in an Agile environment to deliver web-based design solutions.

• Custom-designed icons and logos for the customer passenger app.

* Technologies used: Sketch, Axure, HTML5, CSS3, JavaScript, jQuery, Bootstrap for mobile-responsive design, and Bitbucket version control for revising templates and code fixes.

**Web Designer**

Dallas Pro Web Design Studios August 2011 to October 2013

* Worked at a digital marketing agency specializing in website design, SEO, and custom logo design.
* Conducted client meetings to assess their needs and vision for their websites.
* Designed mockups, layouts, site graphics, and custom logos.
* Troubleshooted CSS code problems.
* Technologies used: WordPress, jQuery, HTML, CSS, Photoshop, Illustrator.

**Education**

Associate in web application development

El Centro Community College - Dallas, TX

**Skills**

Web design

WordPress

Photoshop

HTML5

User Interface (UI)

JavaScript

CSS

Bootstrap

Agile

Link to Portfolio

https://phillipcelestine.com