# EMILYA NAYMARK

## Contact

**Address**

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## Skills

Front-End Web Design

HTML5

SASS

Search Engine Optimization (SEO)

JavaScript

JQuery

Google Analytics

Google Tag Manager

Visual Studio proficiency

Brand Management

Usability Analysis / UX / UI

Dedicated Web Developer/Creative Web Designer with strong experience in **search engine optimization**, **marketing** and **analytics**, **ADA compliance**, social media management and audio/video integration for websites. Detailed understanding of complex, up-to-date programming languages and considerations. In-depth knowledge of content management systems such as **Salesforce**, **IBM WebSphere**, and **WordPress**. Accurately and efficiently authors web pages and repairs issues. Extensive familiarity with numerous coding languages and **Agile** methodology. Sound oral and written communication skills.

## Work History

**2014-02 - Current**

### UI/UX Specialist, Web Developer/ Web Designer

*Crown Awards, Hawthorne, NY*

- Helped migrate platform to SalesForce
- Designed, built, and maintained web sites, using Adobe Creative Suite, HTML5, SASS, ISML, VUE, jQuery, JavaScript, and ISML
- Increased sales velocity by 30% by designing new homepage-to-checkout user flows
- Raised customer satisfaction to 96% approval rating by integrating Ratings & Reviews and identifying and fixing problems via reviews, testing, and feedback
- Lifted conversion by double digits by refining e-commerce strategies, integrating these strategies, and performing A/B tests
- Developed and documented style guidelines for web site content, improving consistency and communication across departments
- Increased site speed by 20% via implementing design best practices
- Built flowcharts and design prototypes for Functional Specifications
- Wrote Functional Specifications to aid in communication between departments
- Brought site to full ADA compliance
- Implemented content management and security resource tutorials to assist end-user training
- Validated third-party code to comply with internal standards and technical requirements

**Manager, E-commerce**

2010-08 - 2014-02

*1800Flowers, Carle Place, NY*

- Improved usability for 1800Flowers family of brands: www.thepopcornfactory.com, www.cheryls.com, as well as www.1800baskets.com
- Coded new HTML, moving sites away from older, table-based code to modern HTML, integrating CSS, JavaScript, jQuery, and ajax
- Migrated sites to IBM WebSphere
- Integrated social media

**E-commerce Specialist**

2007-08 - 2010-08

*1800flowers, Carle Place, NY*

- Migrated 1800Flowers and their family of brands to IBM WebSphere
- Updated UI and UX of 1800Flowers and their family of brands
- Improved conversion by double digits by updating shopping experience user flows, everything from their product page interactions to checkout UX, account, and more
- Wrote and maintained front end code
- Used coordination and planning skills to achieve results according to schedule
- Maintained working knowledge of company products, services and promotions

**Front End Designer/Developer**

2004-07 - 2007-08

*Bookspan, Garden City, NY*

- Increased value to book launches and Book of the Month sales by designing and developing sitelets and mini sites for parent company, with heavy emphasis on both creative vision and usability
- Saved 100% third party expense by developing online flip-book, allowing company to move their promotional efforts in-house

## Education

**B.A.: Fine Arts**

1990

*School of Visual Arts - New York, NY*