JOSHUA E. ROSENFELD

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Dynamic and innovative senior professional possessing a 22-year proven track record of superior performance, seeks to leverage expertise in developing desktop/mobile applications implementing strategic solutions for consumer and enterprise use via modern UX patterns and UI frameworks.

SUMMARY:

Project Management   Highly experienced in assessing true needs and expectations, building lasting professional relationships. Grow and deepen strategic partnerships to achieve mutually beneficial outcome. Utilize Agile methodologies to direct projects and support team management, with experience coordinating efforts over four continents.

Resource Coordination   Possess a proven ability to anticipate unique requirements or potential road-blocks in all situations. Continually develop back-up plans to minimize risk and deliver exceptional results; streamline communication and implementation channels to effectively meet client and organizational needs.

Process Streamlining   Effectively manage diverse tasks, with varying degrees of   complexity, within a wide range of environments; evaluate situations, assess emergent needs, and implement solutions in a prompt and efficient/effective manner.

Leadership   Have a demonstrated track record of outstanding service; a calm, dependable professional who devotes every effort to achieving the best results.

EXPERTISE:

- UI/UX Development:
  - Architecture, Prototyping, Wireframing, Responsive Web Design, and SPAs

- iOS/Android Development
  - Ionic   - Appcelerator   - xCode   - Android Studio

- Software:
  - GIT   - Photoshop   - Illustrator   - Sketch   - HTML5   - CSS3
  - SASS   - Javascript   - jQuery   - Angular   - Bootstrap   - Phonegap
  - AWS   - Wordpress   - InVision   - Axure   - Slack   - MS Office

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EXPERIENCE:

SNEAKY MEDIA, LLC
Lead Consultant/Partner

2014 to Present
Chicago, IL

- Direct iOS application development and consultation via Titanium Studio, Ionic, and xCode.
- Oversee App Store Optimization, provisioning, and monetization through integration and synergy with social media.
- Successfully launched nearly 20 apps on iTunes and Google Play in less than 4 years.

PHOTON (WALGREENS/FIRST DATA)
Senior UX Designer

2016 to Present
Chicago, IL

First Data:
- Providing UI/UX development to support custom content management system.

Walgreens:
- Directed application UX design for in-store devices utilized at 10,000+ locations.
- Collaborated with BAs and SMEs from across the globe, while leading a team of 6 dedicate UX developers to meet critical project needs.

MECUM AUCTIONS
Senior UX Developer

2015 to 2016
Wadsworth, WI

- Architected/designed e-commerce UX for a website with 2-3 million views per month.
- Created Balsamiq wireframes, developing into hi-res Sketch mockups, and implementing final products via HTML5 & CSS3.
- Partnered with UI (backend) developer to seamlessly integrate existing legacy systems with new interface design and UX patterns.

TRAGON CORPORATION/REDJADE.NET
Senior UX Designer

2015
Dallas, TX

- Led re-design of SPA for logged in customers using modern patterns and frameworks.
- Worked with Bootstrap and Sass to create a responsive company website.
- Created marketing website via HTML5 and CSS3, and numerous Facebook Pages.

~ Professional Experience (Continued) ~

SABRE HOLDINGS
2014 to 2015
Senior UI/UX Developer
Dallas, TX
- Employed latest version control, Agile methodologies, and webapp frameworks such as React; participated daily Scrums for team with weekly Sprints and multiple Product Owners.
- Entrusted with managing a large team of developers spread across three continents.

WEBSITE TECHNOLOGIES
2014
UX Designer/Mobile Developer
Dallas, TX
- Created responsive/mobile-friendly iOS version of a 2 billion page view per month website.
- Implemented ancillary responsive vertical sites to support core site via Bootstrap and Sass.

YUM! BRANDS
2013
Systems Analyst/Consultant
Plano, TX
- Leveraged multiple intraoffice tools to analyze system architecture, authoring 67-page document for this UX research contract as final deliverable.
- Coordinated with large teams to support engagement, creating wireframes, charts, diagrams, and documentation to enhance system.

BOXSTAR, LLC
2011 to 2013
Creative & Technology Director
Dallas, TX
- Designed/developed mobile and iOS applications, as well as building and maintaining company website, intranets, and databases.
- Created custom barcode and print scanning technology for proprietary advertising media.

ROSENFELD CONSULTING
2008 to 2011
Creative & Technology Director
Detroit, MI
- Worked with a wide range of clientele to build and maintain consumer-facing websites.
- Created/executed social media, SEO, and PPC campaigns for clients in various markets.

ADDITIONAL:

CORBOY & DEMETRIO, PC
New Media Director
- Entrusted with design of all marketing material for websites, print ads, and online media.
- Developed numerous custom apps for in-house use such as CMS, intranet, and LMS.
- Created interactive 3D-animations for a trial that was awarded $300MM in verdicts and related settlements.

FILM COMPANY [CONFIDENTIAL]
Online Director
- Implemented and managed entire web development/online marketing division.
- Successfully generated $16MM within one year, and continued to cultivate operations to obtain more than 50,000 paying subscribers per month.
- Designed and developed various strategies, websites, and marketing materials.

FUNKLAB, INC.
Founder/New Media Developer
- Designed and developer interactive media for major clients such as Arthur Andersen, Apple, Kraft, Bacardi, FCB, Leo Burnett, Mobile, McDonald's, Motorola, Playboy, etc.

EDUCATION:

MICHIGAN STATE UNIVERSITY
Conferred 1993
Bachelor of Science degree in Telecommunications
East Lansing, MI

ONLINE PORTFOLIO:
- Website: http://jrosenfeld.com
- Sneaky Media Apps: http://smllc.mobi