

< BRYAN CASELLI >

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<skills>

<html> <css>     



<education>

Columbia College Chicago - Chicago IL | B.A. Art & Design 2012 | Graduated with Honors

College of Lake County - Grayslake IL | A.A. 2010



<experience>

Antylia Scientific | UI/UX Designer
June 2017 - Present

- Collaborate with different departments to maintain brand and UI/UX standards to complete brand objectives
- Lead project initiatives defined yearly to drive site traffic and revenue
- Work on continued rebrand of global company websites from Cole-Parmer to Antylia Scientific
- Use the creative process designing wireframes, comps, and publish finalized website content
- Develop digital solutions for online experiences using best practices in UI/UX
- Present creative concepts to business stakeholders, deliver timely and high quality work that contributes to a world-class customer experience
- Work on a wide variety of deliverables, including ongoing site support tasks (site page updates, banner ads, landing page design), complex project work and strategic initiatives
- Create visual designs and assets originating from multiple sources to ensure consistency with internal standards and guidelines - including tone, style, legal requirements and brand compliance
- Develop front end skills to help the team problem solve
- Schedule major content releases for products, brands, and re-brands
- Create unique solutions to help push the abilities of website
- Key asset in re-designing the website experience and push improvements
- Create and modify front end HTML code to support deliverables in CMS and Endeca Experience Manager environments
- Watch how users interact with the sites via web tools to better understand strength and weakness of site design
- Use google analytics to help understand where we have strong and under utilized engagement
- Track clicks through GA Tags to view content click through

Freelance | Graphic/Web Design
Summer 2007 - Present

- Meet with clients to discuss project requirements, establish scopes, and milestones
- Collaborate with a variety of B2B's to design and express their brand
- Work closely with clients to understand their goals
- Illustrate and create wireframes of website for understanding of content flow
- Maintain clients websites and teach them how to maintain their websites
- Define parameters needed to have a successful design and launch of website
- Design marketing materials needed for businesses to be able to advertise and grow

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SWIFT Smart Solutions | Digital Solutions Manager
June 2013 - June 2017

- Managed multiple design & web design projects at once under tight deadlines
- Collaborated, strategized, and created digital and print collateral to help with client's brand continuity and voice
- Developed and maintained client portals and year round meeting apps
- Developed and innovated e-learning solutions with training specialists
- Created content for portals, micro-sites, and other applications

95 Percent Group | Technology Specialist
February 2013 - June 2013

- Helped clients with their various systems: email, telephone, and Salesforce.com
- Supported in-office and off-site staff on computer equipment issues which included computer, monitor, printer, phone setup, copiers, printers, and projectors
- Aided staff in using their online systems and resources that included Single Sign On (SSO), Learning Management System, Adobe Connect, Salesforce and WWW sites
- Documented and created instructions for clients and staff on problematic processes, systems, and equipment
- Assisted in maintaining company sites: SSO, WWW, web store, designed pages, created page elements, updated content, uploaded documents, and emailed product registrations
- Helped marketing department with creating special web pages, forms, online catalogs, and video links
- Maintained Salesforce: included data cleanup and list uploads

✦ DESIGNER / <DEVELOPER>