

## *Nutshell*

For greater detail and work samples, please visit [borellidigital.com](http://borellidigital.com).

- **Freelance/permalance programmer/developer since 1995.**
- Work with a variety of **web companies, corporate communications agencies, and advertising agencies**, from small to large.
- Work with **teams of all levels of technical expertise and all levels of formal production process experience** (including **agile/scrum**, even before it was fashionable).
- **End-clients in many business sectors.**
- **Telecommute** from my own **studio**; also available for **on-site meetings** or **work** in the greater **New York area**.
- **Ancillary tasks** as needed:
  - **Photoshop**
  - **copywriting**
  - **UX** (user experience) design
  - **IA** (information architecture) design
  - **audio** editing and processing
  - **video** editing and processing
  - **project management**
- Continual eye toward overall **bottom-line profitability**.

## *What I Do*

*since 2013*

### **Front-end Web Development**

- responsive design
- mobile first
- progressive enhancement, graceful degradation
- html5
- css3
- JavaScript
- jQuery
- Sass – but generally prefer to code from scratch
- Bootstrap3 – but generally prefer to code from scratch
- maintain a Linux/Apache VPS (virtual partition server) for remote serving and testing
- SublimeText2 (text editor)
- IISExpress (local server on WIN)
- Compass with Scout (compiler)
- limited experience with Microsoft Visual Studio
- cursory experience with Ruby on Rails and C#.NET frameworks

*since 2010*

### **Flash Development**

- ActionScript3
- "dabbled" with Flash since 1999

*since 2006*

### **Quality Assurance Testing**

- websites or other software
- variety of browsers, platforms, os, devices
- layout as compared to comps, functionality, links, content, proofreading
- UAT (user acceptance testing)
- Bugzilla
- custom spreadsheets (for smaller projects or teams)

*since 2005*

### **Software Documentation and Training**

- readme, quick reference, user manual
- simple to comprehensive
- illustrated, indexed instructions
- general or targeted toward specific user base
- user training – individual or group; in-person, web meeting, skype

*since 1995*

### **Director Development**

- advanced Lingo programming
- CD-ROM development, kiosks, projected presentations for live events

## *End-Clients*

### **Communications**

- Ammirati Puris Lintas (NY)
- CCG MetaMedia (NY)
- Grey Advertising (NY)
- The Jack Morton Company (NY)
- Lucent Technologies
- Tager & Company (NY)

### **Education**

- University of Maryland Graduate School

### **Entertainment**

- BET.com
- centric.com
- New York Racing Association (NYRA)
- Viva Mixtia

### **Fashion**

- Calvin Klein
- Clairol
- Estee Lauder
- Federated Department Stores (Macy's, Bloomingdales, others)
- Jockey
- Redken

### **Financial**

- Booz-Allen and Hamilton
- ECRI (Economic Cycle Research Institute)
- ETrade
- JP Morgan
- MetLife
- Oppenheimer
- Paine Webber
- Charles Schwab

### **Healthcare**

- Healthix

### **Pharmaceutical**

- Astrazenica
- Boehringer-Ingelheim
- Bristol-Meyers Squibb
- Genentech
- Merck
- Novartis
- Pfizer
- Schering
- Smith-Kline Beecham
- ❖ For a complete list of individual brands, please visit [borellidigital.com/clients.html](http://borellidigital.com/clients.html)

### **Other**

- Basement Systems, Inc.
- Colgate Palmolive
- John Manzi Photography
- Panasonic
- Pepsi
- Pringles
- U.S. Army

## *Education*

**B.S. in Advertising, minor in Marketing, University of Florida  
Multimedia Development Program, NYU**