

# Doron Orenstein

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## Professional Experience

1998 to present

### **Freelance Web Developer / Magnetic Webworks**

Using WordPress, HTML, CSS, JavaScript, PHP, MySQL and Adobe Creative Suite, coded, designed, and modified websites for various clients. Consulted with clients to determine the content, layout, functionality, and design of website. Built forms working in conjunction with a MySQL database or submitting directly to email, designed and implemented dynamic functionality, composed website copy, and designed graphics and interfaces. Encoded digital media for high-quality, high-speed downloads. Also set up online web stores using third party software and services (Shopify, Amazon, Yahoo, and others). Arranged for web hosting and e-mail solution most appropriate to the client's needs. Enhanced client's sales using advertising programs offered by Google and Overture. Managed an ongoing dialogue with client at each stage of development in order to ensure the client's utmost satisfaction.

*Partial list of sites:*

<http://www.magneticwebworks.com>

<http://glowsantamonica.org>

<http://www.mendocinobeauty.com>

<http://joesettineri.com>

<http://www.jperلمانrlutgephotography.com/blog>

<http://www.orlybeauty.com>

2008 - 2010

### **User Interface Developer / Rent.com (an eBay company)**

Returned to Rent.com and coded the front-end of the website using standards-compliant XHTML, CSS-P, HTML Mason, PERL, and JavaScript in conjunction with the jQuery framework. Projects were managed using Agile Scrum framework. Used Omniture's Test&Target software to conduct conversion rate tests as well as enable instantaneous changes to the website without requiring a push to the live site. Carried out research and made recommendations for front-end improvements that would benefit the business.

<http://www.rent.com>

<http://www.rent.com/blog>

2006 - 2008

### **Web Producer / GSN.com (Game Show Network)**

Designed and coded pages on GSN.com using PHP, MySQL, table-free CSS layouts, tables, JavaScript (many pages incorporated AJAX), and Adobe Creative Suite. Created wireframes and designed functionality for various aspects of GSN.com's online presence. Worked with multiple groups in the company to oversee the production of online initiatives including pages for TV shows, email marketing, sweepstakes, interactive television, and mobile interaction with TV shows to name just a few. Produced GSN's most popular online games in conjunction with outside vendor.

<http://www.gsn.com>

<http://www.winwithwords.com>

2005 - 2006

### **Web Developer / Veritasiti Corporation**

Hand-coded HTML and designed .NET controls and web pages which were saved in .aspx and .ascx files as part of Microsoft's ASP.NET framework. Pages were coded using either Dreamweaver (as a text editor only) or Microsoft Visual Studio and versioning was handled via Microsoft Visual Source Safe. Updated dynamic content using the DeKlarit admin tool. Chose content and then coded both HTML and text versions of email newsletter. Was responsible for sending the newsletter out using Veritasiti's own web-based admin tool. Designed and generated graphics as well as HTML code for various modules throughout the site. Was responsible for designing and then implementing user interface for site's Mondo Search functionality. Participated in determining functionality of many various features throughout the website.

<http://www.familymediaguide.com> (now defunct)

2003

### **Web Producer / LuxuryLink**

Coordinated creative assets for all ad campaigns while working under tight daily and hourly deadlines. Hand-coded web pages and HTML email blasts. Updated graphic ad banners using PhotoShop, created image maps, composed copy, and uploaded updates to LINUX server. Coordinated both ad placement schedules as well as actual production with clients using Microsoft Outlook. Throughout the entire course of every day, tracked production of pages on LuxuryLink.com from the original request templates sent by sales team through the copy, photo, and tech stages, and finally back to the sales team as soon as the page was completed.

<http://www.luxurylink.com>

1999 - 2001

### **Web Programmer / Rent.com (formerly Viva.com)**

Worked with graphic designers, copy writers, programmers and project managers to construct the front end of an innovative matching service for properties and renters. Using only HTML code (no WYSIWYG editors), integrated cut-out graphics and copy to build web pages as per designers' screenshots. Also worked with technologies such CSS, JavaScript, and ASP.

<http://www.rent.com>

1998

### **Production Assistant / American Cinematographer**

Working in cooperation with website coordinator, created new HTML pages and custom graphics. Converted printed articles into HTML format using BBEdit and Adobe Home Page. Scanned, color corrected, and optimized both slides and film, created custom graphics using Adobe Photoshop, Adobe Image Ready, and Gif Builder, and determined appropriate color scheme for web pages. Wrote and updated copy for various pages and banner ads. On-line publication was kept updated and highly stylized.

<http://www.cinematographer.com>

## **S k i l l s**

- Semantic, W3-Compliant, multi-browser compHTML / XHTML
- CSS + CSS Frameworks (Blueprint)
- JavaScript / jQuery
- PHP
- MySQL
- WordPress Development & Customization
- XML
- Version Control (Subversion, Microsoft Visual Source Safe, etc)
- Adobe Creative Suite (DreamWeaver, Photoshop, Illustrator, Fireworks, Flash)
- FTP
- Putty Telnet/SSH Client
- Experience manipulating code within ASP.NET, HTML Mason/PERL, ASP, and many other web development / backend technologies
- Experience working in Agile Scrum framework
- JIRA project management software
- Confluence wiki software
- Email marketing experience using Constant Contact, iContact, DREAMmail, and others
- Internet marketing / SEO experience working with advertising programs from both Google (AdWords and AdSense) as well as Yahoo
- Equally proficient on Mac and PC
- Strong design sense for clean, functional, fast-loading web layouts
- Capable of carrying out administrative duties using Microsoft Office software including Word, Excel, and Outlook
- Experienced in working with a great variety of hardware including scanners (film, slide, flatbed, document imaging), printers, and removable disk drives
- Worked with an extremely wide variety of leading audio software and hardware
- Video editing using iMovie
- Excellent written and verbal skills

## **E d u c a t i o n**

1993-1997

William Paterson University

Wayne, NJ

BA in Jazz Studies and Performance