

Todd Croak-Falen

UI/UX Designer

https://www.linkedin.com/in/toddcf	https://github.com/toddcf	www.tcf-webdesign.com
323-687-8821	toddcf@gmail.com	Los Angeles, CA 90066

Summary

Creative UI/UX designer and coder who enjoys concentrating deeply on large projects. Strong artistic, analytical, and empathetic skill set. Published author who has designed own website and email list.

Experience

UI/UX Designer | fusionZONE Automotive, LLC | Pacific Palisades, CA | 2018 – 2019

- Designed and coded mobile-first web pages for Acura, BMW, Chrysler, Chevrolet, Dodge, Harley-Davidson, Honda, Hyundai, Jeep, Kia, Nissan, Ram, and Toyota dealerships nationwide.
- Consistently exceeded clients' design expectations.
- Observed compliance guidelines for all brands, and web UX and SEO best practices.
- Created Adobe XD wireframes, mockups, and prototypes.
- Worked with implementation managers, client services, backend development, and graphic design teams to deliver quality projects on time.
- Tracked issue progress in Jira.

Front End Web Developer | TCF Web Design | Los Angeles, CA | 2016 – Present

- Designs and codes mobile-responsive websites.
- Creates Adobe XD wireframes, mockups, and prototypes.
- Continuously studies new technologies to expand and improve skill set.

Office Manager | Sundance Institute | Los Angeles, CA | 2010 – 2017

- Coordinated five vendors plus property manager to complete \$40K office buildout on time and in budget.
- Negotiated copy machine leases to save \$8K/year. Saved further by defaulting machines to black & white.
- Saved \$400/mo. by changing AT&T plans. Reversed \$10K of international roaming data charges.
- Negotiated special storage unit rate with property managers, saving \$300/mo.
- Official job title was Coordinator, Office Administration; duties were that of an office manager.

Education

The Coding Boot Camp at UCLA Extension | Los Angeles, CA
Chapman University | BFA Film Production | Orange, CA

Skills

HTML5, CSS3, Bootstrap, Foundation, Adobe XD, Adobe Photoshop, JavaScript, jQuery, Jira, Desk.com, BEM, Atomic Design. Google Ads & Google Analytics certified.

Interests

HTML5, CSS3, JavaScript, Udemy courses, creative writing, reading fiction and nonfiction, hiking, filmmaking, cycling, personal finance, investing, chess, sensory deprivation tanks, Krav Maga.