Alex Sozansky

DEVELOPER & DESIGNER

Pittsburgh, PA | asozansky@gmail.com | (908) 507-8903

EDUCATION

Bachelor of Arts, Graphic Design

The Art Institute of Philadelphia | 2009 - 2013

PROFESSIONAL EXPERIENCE

Lead Web Developer

University of Pittsburgh School of Health and Rehabilitation Sciences

Pittsburgh, PA | Sept 2022 - Present

- Lead developer for complete website rebuild using custom WordPress theme and plugin architecture
- Developed modular ACF-powered page builder system for flexible content management
- Implemented a custom theme and advanced academic programs architecture using custom plugins, ACF fields, custom post types, and taxonomies.
- Collaborate with enrollment, digital media managers, and graphic designers to plan and execute digital strategy initiatives

Digital Signage Specialist

Community College of Allegheny County

Pittsburgh, PA | Aug 2021 - May 2022

- Created static and animated graphics for digital signage across 6 campuses
- Updated various web and mobile app assets for college-wide applications
- Developed content for digital wayfinding kiosks to improve campus navigation
- Managed signage controller devices and software for all displays across all campuses

Lead Graphic & Web Designer

Princeton University Store

Princeton, NJ | Sept 2013 - Apr 2021

- Lead designer responsible for all marketing materials, website development, and maintenance
- Designed and deployed multiple weekly email campaigns to thousands of subscribers
- Managed product photography and photo editing for e-commerce catalog
- Built and maintained store website on two different platforms: Shopify and Oracle NetSuite
- Created print advertisements, in-house collateral, and branding materials

ADDITIONAL EXPERIENCE

Graphic Designer/Production Assistant

Alex Da Corte (Fine Artist)

Philadelphia, PA | Mar 2018 - Mar 2019

- Assisted in various aspects of project production for internationally recognized artist
- Created measurement layouts, mock-ups, and technical drawings for installations
- Performed detailed Photoshop work and digital illustrations for exhibition materials

Email Marketing Designer

Yapping Media

Philadelphia, PA | Aug 2013 - Oct 2013

- Created email marketing campaigns for high-end boutiques in the Tri-State area
- Designed responsive email templates distributed to thousands of contacts

Graphic Design Intern

Alpha Graphics

Cherry Hill, NJ | Jan 2013 - Apr 2013

- Produced print and digital elements for variety of clients in the Philadelphia area
- Created collateral, brochures, posters, email campaigns, and direct mail pieces

Freelance Designer & Developer

Self-Employed

Various | 2000s - Present

- Ongoing freelance work with clients across various industries
- Completed diverse projects including branding, layout design, and website development
- Built custom WordPress themes and plugins for client-specific needs

SKILLS

Web Development: HTML5, CSS3, JavaScript, WordPress, PHP, React, Bootstrap

Graphic Design: Adobe Creative Cloud, Photoshop, Illustrator, InDesign, Figma

Motion Graphics: Adobe Premiere Pro, After Effects, Animation

E-Commerce: WooCommerce, Shopify, Oracle NetSuite

Email Marketing: MailChimp, Constant Contact, Oracle Bronto

Other: Photography, Sound Production (StudioOne, Ableton Live 11), Git, MySQL