



ANTHONY GANIME

UI/UX & Digital Designer

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EXPERIENCE

UX Designer / Zonoff, Inc, Malvern, PA

September 2015 – Present

Create and iterate user flows and prototypes for a robust white label home automation application across web, iOS and Android platforms. Wireframe and mock up new screen layouts. Create and manage client specific component guides and assets based off of branding guidelines. Build spec documents and style guides for developers to create pixel perfect interfaces. Conduct usability testing and user research.

Digital Art Director / Bank of America, Wilmington, DE

January 2012 – September 2015

Created digital collateral for bank products and marketing campaigns such as web banners, HTML emails, landing pages and web sites. Front-end development of HTML emails, landing pages and web sites using HTML5, CSS3 and jQuery. Responsive design and development (CSS media queries) for mobile optimized emails and web pages. Design user interfaces for internal web applications. Cross-browser compatibility testing for all coded assets and Return Path testing for HTML emails. Build presentation decks with user experience maps for presenting work to clients. Build style guides and reference documents. Adhere to brand guidelines, ADA compliance standards and channel specific best practices.

Web Designer / Pliner Solutions, Willow Grove, PA

March 2011 – January 2012

Designed brochure web sites and user interfaces for various companies and organizations. Designed web banners and Flash animations. HTML, CSS and jQuery coding. Design and prepare print files for signage, brochures and other print collateral.

Mobile Web Designer (Internship) / Movitas, Bryn Mawr, PA

January 2011 – March 2011

Designed and coded mobile optimized versions of websites through HTML and CSS media queries.

EDUCATION

The Art Institute of Philadelphia, Philadelphia, PA

January 2010 – March 2011

Associate of Science / Web Design & Interactive Media 2011

GPA 4.0 | Valedictorian

West Chester University of Pennsylvania, West Chester, PA

September 2002 – June 2006

Bachelor of Fine Arts / Graphic Design 2006

PROFICIENCY

Sketch 3, InVision App, Zeplin, Photoshop, InDesign, Illustrator, Dreamweaver, HTML5, CSS3 & jQuery