Ebi Baralaye / Technical Consultant

646.301.6311 - tech@baralaye.com - tech.baralaye.com

Education

Cranbrook Academy of Art - MFA | 2016 / Bloomfield Hills, MI
Rhode Island School of Design - BFA *honors | 2006 / Providence, RI

Skills

Services

Frontend website development, architecture ideation and wire-framing, design-to-HTML production, JavaScript development and plugin integration, theme development, backend integration, CMS integration, admin and content management, social media management, UX / UI troubleshooting, testing and cross-browser QA, project and account management

Languages, Libraries & Frameworks

HTML: HAML; CSS: SASS, LESS; JavaScript: jQuery; Bootstrap; PHP

Utilities & Software

UNIX, VIM, Git, MYSQL, Wordpress, Drupal, Business Catalyst, Win + OSX, Photoshop, Illustrator, MS Office, iWork

Experience

Kollecto - Product Manager | 6 - 9/2015 / Detroit, MI

Kollecto functioned as an art startup delivering fine art recommendations to first-time and budget-minded collectors with the aim of making art education and collecting more accessible to all. I worked closely with the founder to define and build the online application tasked with distributing recommendations. I developed UX strategies to optimize engagement and user conversion. I also managed a team of art advisors, marketers, developers and assistants towards specific production goals.

Institute for Integrative Nutrition - Frontend Web Developer | 3 - 6/2014 / New York, NY

At this educational health coaching company I worked closely with a small team of developers, managers and designers on bugs and features for their marketing websites and the development of a portal page serving as a central node for various users (alumni, students, prospective students). Tasks included development, architecture, scripting, styling, refactoring, responsive/mobile UI development and troubleshooting. The technology stack included Drupal, PHP, HTML5, CSS3 - LESS, JavaScript - jQuery, / Twitter Bootstrap, Gulp, Git, Pantheon, Acquia and JIRA.

Pearson Technology - Frontend Web Developer | 7/2013 - 3/2014 / New York, NY

At this international education technology company I worked closely with a domestic and overseas team of developers, managers and an art director on the production of a central ecommerce platform for Pearson's portfolio of companies. Tasks included defining structural architecture, scripting, styling, refactoring, responsive/mobile UI development and troubleshooting. The technology stack included Java, Adobe CQ, HTML5, CSS3 - LESS, JavaScript - jQuery, / Bootstrap.js, Git, Rally and JIRA.

American Express Publishing - Frontend Web Developer | 7/2012 - 6/2013 / New York, NY

At this major publishing company I assisted a large team of developers, managers, editors and designers in the production and maintenance of features for the lifestyle brand websites, foodandwine.com and travelandleisure.com. I was deeply involved in scripting, styling and troubleshooting UI elements for the developed community/social platform of these brands with particular focus on account management features. I was also significantly involved in the mobile translation and optimization of travelandleisure.com. The technology stack included Ruby on Rails, HTML5 - HAML, CSS3 - SASS, JavaScript - CoffeeScript / jQuery / Backbone.js / Require.js, TypeKit, Git and Redmine.

ePhare, Newlio - Frontend Web Developer | 11/2011 - 3/2012 / New York, NY

At this lean technology startup I worked closely with a small team of developers, managers, founders and contracted design vendors in the creation of an interactive consumer product and business service platform. Tasks included defining frontend architecture, processing design assets, scripting, styling, feature development, ongoing content updates and UX optimizations. The technology stack included PHP - Lithium, HTML5, CSS3, JavaScript - jQuery / Backbone.js, Git and Mantis.

Barnum Design - Frontend Web Developer | 5/2008 - 10/2011 / New York, NY

At this boutique design and branding studio I worked closely with a team of developers, designers and directors serving as the development lead on the production of ecommerce websites for various small to mid-size clients within primary and niche industries. Projects included branding and strategy ideation, wireframing, defining architecture, scripting and styling. Duties also involved technical training along with heavy project management and account management, interfacing directly with clients. The technology stack included Business Catalyst, HTML5, CSS3, JavaScript / jQuery, TypeKit, Basecamp and ActionMethod.

Portfolio

tech.baralaye.com#portfolio