

# EMILYA NAYMARK

## UX/UI DEVELOPER

### CONTACT

#### EMAIL:

emilya@emilyanaymark.com

#### PHONE:

(516) 850-6372

#### ADDRESS:

15 Bradley Dr New City, NY, 10956

### ADDITIONAL SKILLS

Adobe Creative Suite

Front-End Web Design

HTML5

SASS

Search Engine Optimization (SEO)

JavaScript

jQuery

Ajax

PHP

IBM Websphere

Salesforce

Wordpress

Google Analytics

Google Tag Manager

Adobe Test & Target

Vue

### EDUCATION

#### SCHOOL OF VISUAL ARTS

*New York, NY*

B.A. Fine Arts (Jun 1990)

### PROFESSIONAL EXPERIENCE

#### UI/UX Specialist, Web Developer/ Web Designer

*Crown Awards, Hawthorne, NY / Feb 2014 – Present*

- Helped move the company's platform to Salesforce
- Designed, built, and maintained web sites, using Adobe Creative Suite, HTML5, SASS, ISML, VUE, jQuery, JavaScript, and Salesforce
- Increased sales velocity by 30% by designing new homepage-to-checkout user flows
- Raised customer satisfaction to a 96% approval rating by integrating Ratings & Reviews and identifying and fixing problems via reviews, testing, and feedback.
- Lifted conversion by double digits by refining e-commerce strategies, integrating these strategies into the web site, and performing A/B tests.
- Developed and documented style guidelines for web site content, which improved consistency and communication across departments.
- Increased site speed by 20% via implementing design best practices.
- Built flowcharts and design prototypes for improvements to shopping flows to be used in Functional Specifications. Wrote Functional Specifications to aid in communication between departments.

#### Manager, e-commerce Design Development

*1800Flowers, Carle Place, NY / Aug 2010 – Feb 2014*

- Improved usability for the 1800Flowers family of brands: [www.thepopcornfactory.com](http://www.thepopcornfactory.com), [www.cheryls.com](http://www.cheryls.com), as well as [www.1800baskets.com](http://www.1800baskets.com).
- Created all new html for the sites, moving them away from older, table-based code to modern HTML, with heavy emphasis on CSS, JavaScript, jQuery, and ajax.
- Moved the sites to IBM Websphere.
- Integrated social media into the web experience.

#### E-commerce Specialist, Design & Development

*1800Flowers, Carle Place, NY / Aug 2007 – Aug 2010*

- Moved 1800Flowers and their family of brands to the IBM Websphere
- Created a modern look for 1800Flowers and their family of brands by transitioning their layout to a larger, more tech savvy resolution
- Improved conversion by double digits by updating the shopping experience user flows, everything from their product page interactions to checkout UX, account, and more.
- Wrote and maintained front end code for these improvements

#### Front End Designer/Developer

*Bookspan, Garden City, NY / Jul 2004 – Aug 2007*

- Increased value to book launches and book-of-the-month sales by

- designing and developing sitelets and minisites for the parent company, with heavy emphasis on both creative vision and usability
- Saved Bookspan thousands of dollars per month by developing an online flip-book, thus allowing them to move their promotional efforts in-house.

● **VOLUNTEER WORK**

**I've volunteered my time to create and manage the website for BSA Troop 97**

<http://www.troop97newcity.org>