

Harold L. Coleman IV

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Online Portfolio: <http://www.apostro.net/portfolio-update.html>

Computer Skillsets

MAC / PC:

SFCC (Demandware - Business Manager), Visual Studio, Photoshop, Illustrator, Dreamweaver, Flash, Director, InDesign, After Effects, Nationbuilder, Exact Target, Fireworks, Captivate, Quark Xpress, Corel Painter, 3D Studio Max, Final Cut Pro, Pro Tools LE, Logic Pro, QTVR, SVN, Word, Excel, PowerPoint, and Access

Programming Languages:

HTML 5, XHTML, SASS, CSS3, ASP, ASP.NET, Liquid (Sales Force, Nationbuilder), Actionscript 2.0 & 3.0, Lingo, PHP, MySQL, JavaScript, jQuery, XML, SEO Optimization and VML

Education

2009 **Bachelor in Science Degree in Web Design & Interactive Media –**
The Art Institute of Philadelphia

Honors

Best of Quarter: Award given to top design project in each class at The Art Institute of Philadelphia. Won 3 Best of Quarter awards in the following criteria:

Color Theory, Digital Illustration, and Geometry.

Dean List: Made the Dean's list 5 times

Work Experience

2016 - 2020 **Destination Maternity**, Moorestown, NJ
Web Content Publisher: Managing, creating and scheduling all content updates for both legacy (.ASP) and newly branded websites through the SFCC (Demandware) Business manager CMS for the (4) primary domains (e.g. motherhood.com, motherhoodcanada.ca, apeainthepod.com, and destinationmaternity.com). Authoring all modular component featured throughout the websites through the use of HTML, CSS, and Javascript. Utilizing the ".isml" templates to set up content displays.

- **Template Modules:** Coding rich agnostic modules contained with CONTENT ASSTS scheduled through SLOT CONFIGURATIONS and/or INCLUDED throughout the system.
- **Content Management | Scheduling:** Scheduling frequent content adjustments and promotional updates reflecting offers defined by Web Merchants.

2015/Contract **Burlington Stores**, Florence, NJ
Digital Creative Consultant / Developer: Contracted to advise on technical aspects for digital content creation and developed template structures for both HTML5 animated banners and newly optimized email campaigns.

- **HTML5 Banners:** Optimized imagery display in multiple animated sequences through the use of HTML5, CSS3, and/or jQuery for standardized Google compliance.
- **Optimized Emails:** Coded robust, visually extensive email structures frequently exceeding +7000px in height with optimized imagery achieving

loading speeds under 56 milliseconds.

Campbell's Soup Company, Camden, NJ

Digital Designer: Contracted to design and develop responsive emails and web offer pop campaigns.

- **HTML5 "Offer Pop" Campaigns:** Designed and developed interactive layouts for promotional campaigns set for use through the "Offer Pop" portal.
- **Optimized Emails:** Coded agnostic template structures designed for convenient user plug and play, stylizing content for proper adaptive rendering within all email environments.

2015/Freelance JRS Strategies, Marlton, NJ

Freelance Web Designer / Developer of the following sites related to the company clientele: (www.mcdonj.com)

- Remedying HTML and CSS "spaghetti code" syntax for content blocks.
- Visually upgrading the website layout whilst designing new layout components.
- Coded various modules into "Nationbuilder" CMS platform.

2012 – 2015 Stroll- Internet Order LLC, Philadelphia, PA

Interactive Web Designer: Designing and developing both print and mobile optimized web assets for D2C market placement through multiple marketing channels (e.g. Facebook, Acquisition, SEO - Google, Bing, Yahoo, AOL, etc.)

- Mobile Agnostic/Responsive Email Campaign design and development
- Web Banners (Design and Flash development)
- Responsive landing page layout / template development for Presentation, Cart, and Post Transactional displays
- Designed custom office Language signs
- ASP conditional logic
- All work was performed for the following product solutions:

Pimsleur Approach (SEO, Custom LP and email campaigns)

Braingility Memory System

Yümi Beautiful (Rosehip Oil, Asteria, Vitamin C Serum)

2011 Lockheed Martin through **TAD PGS, Inc.**, Mt Laurel, NJ

Simulation Developer / subcontractor: Constructing and configuring simulation "views" through XML, HTML, CSS, and JavaScript for the following government solutions:

SPY-1A (Spy Radar Alignment)
SPY-1B (Spy Radar Alignment)
SPY-1D (Spy Radar Alignment)
MMSP (Multi Mission Signal Processor)
BMD 5.0 (Ballistic Missile Defense)

- Editing animation-based tutorials for the 3 Spy Radar Alignment simulations using Flash and Actionscript 3.0.
- Created animation-based tutorials using XML.
- Applied Minor Graphic Adjustments.

2011/Freelance S.M.A.A- Self Motivated Athletic Agency

Freelance Web Designer / Developer and Web Master of the following sites related to the company: (www.selfmotivatedathleticagency.com)

2010 20nine, Conshohocken, PA

Web Design Contractor: Constructing HTML / CSS templates

- Editing Company Client HTML / CSS
- Constructing HTML / CSS Email Campaign
- Minor Graphic Adjustments
- Inserting & Editing content into the company DCM (Digital Communications Manager)

Root Branch Productions, Philadelphia, PA

Freelance Graphic Designer: Designing CD layouts for RBP clients

- Designing logos and pamphlets for the companies branches

2009

Aurora Imaging Company, Conshohocken, PA

Internship: Developing the front-end portion of an in-house application utilizing both Flash and CSS technologies.

- Development of Custom Dashboard Widgets

- Downloading and converting video file formats

- Flash Papervision 3D development

2009/Freelance AESC- Association of Executive Search Consultants

Freelance Graphic Designer: Designing pamphlets used as a marketing tool for the company's 50th anniversary global executive search conference

Of The Father - Christian Organization

Freelance Web Designer: Designed and developed the organization's official website