

Nutshell

For greater detail and work samples, please visit borellidigital.com.

- **Freelance/permalance programmer/developer since 1995.**
- Work with a variety of **web companies**, **corporate communications agencies**, and **advertising agencies**, from small to large.
- Work with **teams** of **all levels of technical expertise** and **all levels of formal production process experience** (including **agile/scrum**, even before it was fashionable).
- **End-clients** in **many business sectors**.
- **Telecommute** from my own **studio**; also available for **on-site meetings** or **work** in the greater **New York area**.
- **Ancillary tasks** as needed:
 - **Photoshop**
 - **copywriting**
 - **UX** (user experience) design
 - **IA** (information architecture) design
 - **audio** editing and processing
 - **video** editing and processing
 - **project management**
- Continual eye toward overall **bottom-line profitability**.

What I Do

since 2013

Front-end Web Development

- responsive design
- mobile first
- progressive enhancement, graceful degradation
- html5
- css3
- JavaScript
- jQuery
- Sass – but generally prefer to code from scratch
- Bootstrap3 – but generally prefer to code from scratch
- maintain a Linux/Apache VPS (virtual partition server) for remote serving and testing
- SublimeText2 (text editor)
- IISExpress (local server on WIN)
- Compass with Scout (compiler)
- limited experience with Microsoft Visual Studio
- cursory experience with Ruby on Rails and C#.NET frameworks

since 2010

Flash Development

- ActionScript3
- "dabbled" with Flash since 1999

since 2006

Quality Assurance Testing

- websites or other software
- variety of browsers, platforms, os, devices
- layout as compared to comps, functionality, links, content, proofreading
- UAT (user acceptance testing)
- Bugzilla
- custom spreadsheets (for smaller projects or teams)

since 2005

Software Documentation and Training

- readme, quick reference, user manual
- simple to comprehensive
- illustrated, indexed instructions
- general or targeted toward specific user base
- user training – individual or group; in-person, web meeting, skype

since 1995

Director Development

- advanced Lingo programming
- CD-ROM development, kiosks, projected presentations for live events

End-Clients

Communications

- Ammirati Puris Lintas (NY)
- CCG MetaMedia (NY)
- Grey Advertising (NY)
- The Jack Morton Company (NY)
- Lucent Technologies
- Tager & Company (NY)

Education

- University of Maryland Graduate School

Entertainment

- BET.com
- centric.com
- New York Racing Association (NYRA)
- Viva Mixtia

Fashion

- Calvin Klein
- Clairol
- Estee Lauder
- Federated Department Stores (Macy's, Bloomingdales, others)
- Jockey
- Redken

Financial

- Booz-Allen and Hamilton
- ECRI (Economic Cycle Research Institute)
- ETrade
- JP Morgan
- MetLife
- Oppenheimer
- Paine Webber
- Charles Schwab

Healthcare

- Healthix

Pharmaceutical

- Astrazenica
- Bristol-Meyers Squibb
- Genentech
- Merck
- Novartis
- Pfizer
- Schering
- ❖ For a complete list of individual brands, please visit **borellidigital.com/clients.html**

Other

- Basement Systems, Inc.
- Colgate Palmolive
- John Manzi Photography
- Panasonic
- Pepsi
- Pringles
- U.S. Army

Education

B.S. in Advertising, minor in Marketing, University of Florida
Multimedia Development Program, NYU