ANDREI BOURTSEV

Danbury, CT 06810 • 203-297-7963 • **andrei@bourtsev.com**

DIGITAL DESIGNER
http://andrei.bourtsev.com/

Creative and business-savvy visual communications professional with over fifteen years of progressive experience in graphic design and interactive web development. Adobe Create suite, HTML5 /CSS3 coding for web and email, UI/UX mobile-first responsive design, and ever evolving Salesforce Marketing Cloud take most of my screen time. I have worked closely with technology, product and design leads to capture and translate complex business and user requirements into design parameters. I have been responsible for creating prototypes, mock-ups and layouts for websites, e-mail newsletters and worked closely with the development teams to test and implement new functionalites.

TECHNICAL SKILLS

UI/UX Design, E-mail Design, Adobe CC, Photoshop, Illustrator, InDesign, HTML5, CSS3, Figma, Salesforce Marketing Cloud, SharePoint, Microsoft 365, Zeta Mail, Workfront, Litmus, Google Maps, Bootstrap, CMS, WordPress, Joomla, Dreamweaver, BBEdit, jQuery, JavaScript, XML, Responsive Web Design, Illustration, Animation, Audio & Video Editing, Adobe Premiere, Reporting and Analytics, SEO, SEM, SONY Vegas, Brightcove Video Publishing, BEML, ColdFusion, Blue Dragon, Creative Concepts, Sketching & Drawing.

PROFESSIONAL EXPERIENCE

Web Developer, CVS Health, Hartford, CT   **June 2022 – Present**

- Supported both enterprise and departmental web sites for Human Resources.
- Collaborated with Human Resource team to create and maintain policy, job aid, and other critical resource materials for enterprise colleagues.
- Created Job aids and updates.
- Maintained policy updates within SLA.
- Produced weekly HR news.
- Created new content to support business needs.
- Prioritized and tracked customer requests.

Digital Designer, Travelers Insurance, Hartford, CT   **March 2020 – September 2021**

- Designed and coded E-mails and Microsites using Salesforce Marketing Cloud.
- Designed and coded HTML E-mails for Zeta Mail.
- Designed ADA and WCAG compliant documents for agent's electronic distribution.
- Managed customer oriented projects for internal Enterprise Marketing team and external clients.
- Translated marketing briefs into effective design solutions for banner ads, landing pages and print materials.

Digital Designer, Freelance, Danbury, CT   **December 2017 – March 2020**

- Branding and Identity Development, UI/UX design, Illustration, Pre-press, Business Printing.
- Web Design, Font-end Development and Web Hosting solutions.
- Logo Design, Video Editing.

Digital Marketing Specialist, The Hartford Insurance Group, Hartford, CT   **July 2017 – December 2017**

- Brainstormed, designed and developed landing pages and email campaigns across Enterprise Marketing.
- Coded outbound responsive emails utilizing HTML5 and CSS3.
- Built and deployed company's landing pages using Salesforce Marketing Cloud.
- Converted and tested via Litmus legacy HTML email templates to latest web standards.
- Tested and adjusted desktop and email code for cross browser and email clients compatibility.

Digital Production Coordinator, WebMD, New York, NY   **October 2016 – April 2017**

- Created HTML newsletters, QA email test proofs, deployed campaigns and troubleshoot rendering issues.
- Traffic email campaign requests and campaign assets in Salesforce Marketing Cloud.
- Worked closely with engineers, marketing counterparts and email vendors to ensure seamless implementation of new feature developments, program enhancements and initiatives.
- Implemented list segmentation strategies for targeted email campaigns.

Wine Enthusiast Companies, INC., Mt. Kisco, NY   **March 2012 – May 2015**
Front End Web Developer

- Worked on redesigning and building legacy websites to implement industry standard technologies.
- Updated UI elements throughout company's network websites using HTML5, CSS3 and jQuery.
- Designed ad coded promotional responsive HTML emails and web banners.
- Video shot and edited company products and published on the web via Brightcove video platform.
- Integrated Omniture, Dynamic Content Google Analytics and Schema.org rich snippets.
- Tested and adjusted desktop and email code for cross browser compatibility.
- Coded mobile versions of company websites.

Ridgefield One, Ridgefield, CT   **April 2011 – December 2011**
Web Design & Development

- Designed, maintained and monitored performance analytics of company website.
- Redesign and interactive updates to B2C and B2B client's websites.
- Designed and prepared client files for print production.
- General IT consultancy and support for company clients.

Quinstreet, Inc., Foster City, CA   **December 2009 – March 2011**
Web Software Developer

- Designed and developed external portals, micro sites and vendor solution centers.
- Worked closely with B2B and B2C Vertical Marketing Managers on design and implementation of client's web portals.
- Collaborated with back end developers on integrating web UI with databases, content publication and registration forms.
- Applied Google, DART and Atlas tag reporting and analytics features.
- Maintained over 100 Internet.com network web properties via internal CMS while taking proactive role in redesign efforts of high traffic sites.
- Championed and transferred company's entire video assets library to Brightcove video publishing platform.
- Created custom site and mobile video players using BEML - Brightcove Extensible Markup Language.

Web Media Brands, Inc., Darien, CT   **March 2006 – December 2009**
Web Designer

- Designed markup valid, image optimized and cross browser tested web sites.
- Updated company network websites with most recent assets using proprietary CMS.
- Developed interactive banners advertising over 150 company web properties and online webcasts.
- Created e-mail/ emails newsletters promoting signature conferences connecting expanding media and technology communities.

EDUCATION

Bachelor Of Fine Arts, Digital Design
American InterContinental University, Hoffman Estates, IL   **2005 Graduated *Summa Cum Laude***

Concentration in Digital Design, utilizing digital media and traditional visualization techniques in the production of graphic art for print and screen.