ANDREI BOURTSEV

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DIGITAL DESIGNER

http://andrei.bourtsev.com/

Creative and business-savvy visual communications professional with over twenty years of progressive experience in visual design and interactive web development. Adobe Create suite, meeting Title II ADA accessibility goals, HTML5 /CSS3 coding for web and email, and UI/UX mobile-first responsive design take most of my screen time. I have worked closely with technology, product and design leads and stakeholders to capture and translate complex business and user requirements into design parameters. I have been responsible for creation of state government custom software solutions, creating prototypes, mock-ups and layouts for digital documents, websites, e-mail newsletters, and worked closely with the development teams to test and implement new functionalites.

TECHNICAL SKILLS

Custom Software Solutions, Title II, WGAG 2.1 AA, PDF/UA, Accessible UI/UX Design, E-mail Design, Adobe CC, Photoshop, Illustrator, InDesign, Dreamweaver, Adobe Premiere, HTML5, CSS3, Figma, Salesforce Marketing Cloud, Workfront, SharePoint, Microsoft 365, Zeta Mail, Litmus, Google Maps, Bootstrap, CMS, WordPress, BBEdit, jQuery, JavaScript, XML, Responsive Web Design, Illustration, Animation, Audio & Video Editing, Reporting and Analytics, SEO, SEM, SONY Vegas, Brightcove Video Publishing, BEML, ColdFusion, Blue Dragon, Creative Concepts, Web Hosting, Sketching & Drawing.

PROFESSIONAL EXPERIENCE

Software Engineer III, Connecticut Judicial Branch, Hartford, CT **October 2023 – December 2026**

- Modernized publishing software and workflows for offices of Reporters of Judicial Decisions and Commission on Official Legal Publication publishing Connecticut Supreme and Appellate Courts decisioins.
- Transferred Judicial Branch publications from legacy Miles33 system to custom designed Adobe InDesign based publishing system.
- Worked closely with stakeholders, core and extended teams to architect seamless transition to new publishing standards to meet Title II of the Americans with Disabilities Act WCAG 2.1 Level AA PDF/UA requirements.
- Trained publishing operators with new system workflows and procedures.
- Created comprehensive documentation and published new system official manual of operations.

Web Developer, CVS Health, Hartford, CT **June 2022 – March 2023**

- 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.

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.
- Provided Web Design, Font-end Development and Web Hosting solutions.

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.

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.

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.
- Collaborated with back-end developers on integrating web UI with databases, content publication and registration forms.
- Applied Google, DART, 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.

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 web.