



RYAN ROSENBAUM

FRONT END DEVELOPER

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MY THOUGHTS

I believe that 'learning to learn' is the most important skill that you can have. Through my experience as an Entrepreneur, I have found that knowing all parts of the system that you work in is the best way to identify your faults and excel in it through your own personal leadership.

PERSONAL

Age // 27 years
Nationality // American

CORE SKILLS

- Proficient in the Figma, Sketch, Adobe Suite
- HTML5, CSS, JV, Ruby, Swift, Obj-C, PHP Python & Liquid experience
- UI/UX reusable component design
- Video/Photo editing proficiency in Final Cut, After Effects, Logic, Lightroom, Photoshop
- Digital Advertising: AdWords, AdSense, YouTube Creator Studio, Hootsuite
- CMS Proficiency
- Directorial experience: small budget shoots

CAREER HIGHLIGHTS

- Raised \$2M+ in Angel funding as a startup founder via entrepreneurial efforts.
- Solely developed and launched a successful crowdfunding campaign.
- Launched a hardware/software IoT product into the market with ~\$300,000 in sales.
- Lead designer & developer for mobile
- Videographer for print, broadcast, and digital marketing efforts with Nike Swim, Arena, CBS, ESPN, etc.
- Collegiate scholarship & 2012 Olympic Trials qualifier in competitive swimming.
- Manage brand digital advertising with influencer brands of 10M+.

EXPERIENCE

Aug 2014 - Present
DEVELOPER & FOUNDER
Phlex

RESPONSIBILITIES:

Cofounder of a technology startup with the goal of innovating the sport of swimming. As a self-starter, I have overseen all marketing efforts, software development, and brand identity.

Jan 2017 - Present
FREELANCE DEVELOPER

RESPONSIBILITIES:

Freelance brand identity, graphic design, web design and development for various clients (Examples upon request)

May 2014 - Present
GRAPHIC ARTIST

RESPONSIBILITIES:

Given an extensive production, photography, background in the medium, I consistently work with brands and individuals for content creation. Notable brands are Nike Swim, Arena, and

Oct 2013 - Apr 2014
CTO
Florida Swim Network

RESPONSIBILITIES:

President of swimming media outlet covering live events like Olympic/World championship trials and live streaming content upwards of 200,000 concurrent viewers.

CRITICAL EXPERIENCES

- Built design systems from scratch for scalable startup
- Created UI components for web, mobile, watch and more
- Work alongside backend, data science, and other specialty developers
- Strategically built designs to target new features for emerging markets
- Extensive work in Figma, Sketch and the Adobe suite for design assets
- Data analysis for business trends and customer behavior
- Technical report presentation based on collected data interpretation
- Overseen development of new products, roadmap management, and accurate budget forecasting

EDUCATION

Aug 2012- Dec 2016
University of Florida

Bachelor Of Science In Telecommunication- Production

Traditionally trained in telecommunications, commercial productions, social content development, and the marketing behind the industry of production. Specialty in editing.

Jan 2017- Dec 2017
University of Florida

Masters Certificate- Mass Communication, Web Development

Mass communications specialty in web design, development, and brand creation with a focus on UI/UX.