ANICA BALOY

✉ baloyanica@gmail.com

📍 Orlando, FL 32835

PROFESSIONAL SUMMARY

Diligent Front-end Web Developer with solid foundation in HTML, CSS, and JavaScript. Developed dynamic user interfaces and experiences, enhancing user engagement and functionality. Proven ability to implement responsive design and collaborate effectively with cross-functional teams. Experienced with creating seamless user interfaces using HTML, CSS, and JavaScript. Utilizes modern frameworks and libraries to enhance functionality and user experience. Strong understanding of responsive design principles and effective team collaboration.

SKILLS

- HTML, CSS, JavaScript
- Bootstrap framework
- Visual Studios
- Git proficiency
- Figma proficiency
- UI/UX design
- Experience with GSAP
- Responsive Web Design
- Final Cut Pro
- SEO best practices
- Website maintenance
- Wireframing and prototyping
- Web accessibility

EDUCATION

Valencia College
Orlando, FL • 12/2020

Associate of Science: Interactive & Graphic Design
- summa cum laude graduate
- Dean's List Fall 2020

Valencia College
Orlando, Florida • 05/2020

Associate of Arts: General Studies Degree
- summa cum laude graduate
- Dean's List Spring 2020

Olympia High School
Orlando, FL • 05/2018

PORTFOLIO & PROFILE

- https://www.linkedin.com/in/anicabaloy/
- https://www.artsyanica.com/

WORK HISTORY

Red Rocket Studios - Web Developer & Designer
Orlando, Florida • 08/2022 - Current

- Coded websites using HTML, CSS, Bootstrap and JavaScript languages and familiar with animation libraries including GSAP.
- Planned website development, converting mockups from Figma into usable web presence with HTML, JavaScript, and CSS.
- Increased website traffic through search engine optimization strategies and targeted content creation with SEM Rush and Google Analytics.
- Enhanced user experience by implementing responsive web design and optimizing website performance.
- Collaborated with in-house designers to create sleek, modern, and innovative UI/UX design.
- Proved successful working within tight deadlines and a fast-paced environment.
- Utilized version control systems such as Git to track changes throughout the development process.

Reach - Web Developer & Designer
Kissimmee, FL • 06/2022 - 08/2022

- Increased website traffic through search engine optimization strategies and targeted content creation.
- Reduced load times and improved site speed by optimizing images, scripts, and other assets.
- Provided front-end website development using WebFlow, WordPress, Hubspot, Shopify and other editing software.
- Improved website accessibility by implementing best practices for ADA compliance.
- Enhanced website visibility by implementing effective on-page and off-page SEO strategies.

Reach - Marketing Coordinator

High School Diploma
- summa cum laude graduate

CERTIFICATIONS

WebFlow Certifications (Jun 2022)
- CMS Certified
- Layouts 1& 2 Certifications
- WebFlow Experts Certified

Shopify Certifications (May 2022)
- Business Development
- Product Development Certification

Sprout Social (Dec 2021)

HubSpot Inbound Marketing (Aug 2021)

Valencia College Certifications (2020-2021)
- Interactive Design Production
- Interactive Design Support

Kissimmee, FL • 12/2021 - 06/2022

- Improved website traffic with the implementation of SEO best practices and keyword research.
- Developed visually engaging marketing materials to support product launches and promotions.
- Used online and offline marketing to generate leads, increase visibility and drive sales growth.
- Increased customer engagement through the creation of compelling social media content and strategies.
- Improved website visibility through development and implementation of SEO strategies.

Reach - Junior Web Developer & Designer Intern
Kissimmee, FL • 08/2021 - 12/2021

- Designed, implemented and monitored web pages, plugins, and functionality for continuous improvement.
- Increased accessibility compliance by incorporating key WCAG standards into newly developed websites.
- Built website interfaces with WebFlow and Wordpress
- Adhered to SEO best practices while designing sites.
- Used Adobe Creative Suite to edit images for use in marketing materials and website content.
- Assisted in development of new materials for design projects.