

MIKAEL C. FRITTS

710 W. Trade Street
Suite 313
Charlotte, North Carolina
28202

WESBISTE DESIGNER AND DEVELOPER

1.704.277.8707

me@mikaelfritts.com

www.mikaelfritts.com

AIM: [mikaelfritts](https://aim.com)

Gtalk: [mikaelfritts](https://gtalk.com)

Yahoo!: [mikael_fritts](https://yahoo.com)

/// SUMMARY

Website Designer/ Developer – Web Content Specialist focusing on UI/UX and committed to producing high quality web pages using HTML, XHTML, CSS, Frameworks/Grids, JavaScript, JSON, jQuery and AJAX.

/// EXPERIENCE

Bank of America –TEKSystems

Web Marketing Specialist - Email Production Manager
Global Marketing and Corporate Affairs

JAN 2011 – JUL 2011
Charlotte, North Carolina

- Worked within the Exact Target platform on numerous nationwide email campaigns from start to completion; including creating, editing, testing, delivering and reporting final deliverability numbers. Collaborated with various teams for each product, usually between 10 to 15 people per project.
- Collaborated with the mobility team on creating new standards for HTML email templates for increased readability and end-user experience over a wide range of mobile products from smartphones to mobile tablets.
- Created guidelines for using embedded style sheets as well as the use of inline styling protocols specifically targeting native email clients on mobile devices.

TIAA-Cref - TEKSystems

User Interface Developer

JUL 2010 – OCT 2010
Charlotte, North Carolina

- Worked in collaboration with the IT staff on development, troubleshooting, and other technical efforts related to Oracle UCM Content Server and SiteStudio Designer.
- Created and modified .pdf format documents to prepare legal filings with state regulatory agencies nationwide.
- Created new internet/intranet pages using the Adobe Creative Suite per company graphic and layout specifications to interpret future user's needs.
- Delivery of final products via StarTeam and SharePoint to team members in New York City, Denver and Boston.
- Converted site content from Serena Collage to Oracle UCM with new CSS specifications. Project included finding and removing deprecated HTML, unused code, transitioning links to server-side script and general troubleshooting.
- Collaborated with various teams for each project - usually 6 to 8 people per project.

Freelance / Contract

2008 – Present

Website Design and Development, Rich Media, SEO, SEM, others.

Charlotte, NC - Worldwide

- Converted numerous websites from tabled layouts into standards compliant XHTML and CSS while maintaining the look and feel of the original site. Created multiple custom Content Management Systems for a variety of clients using WordPress as the primary backend for ease of use. This allowed for non-familiar users to be able to make content changes on the fly without having any knowledge of HTML or any other mark-up language.
 - Hand coded standards compliant XHTML/CSS and created custom graphics for numerous WordPress themes that I made available to the general public under the GNU and GPL licenses. Slice and diced pre-made website layouts from Adobe Photoshop and Adobe Illustrator documents into standards compliant XHTML, CSS, AJAX, jQuery, and other technologies to meet the client's original layout functionality needs.
 - Created custom graphics in Adobe Photoshop, Fireworks, and Flash for general site layout, including navigation, icons, and sprites as well as creating targeted banner advertisements and paid-ad placement campaigns. Written several custom plugins for a large number of websites ranging from WordPress to Facebook using numerous API's including but not limited to PayPal, Best Buy, Twitter, and Google Maps.
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AEBN / Data Conversions / Data Tech Ventures

2001 - 2008

Web Design & Development, Rich Internet Application Development

Charlotte, North Carolina

- Designed, developed, and implemented over 50 fully functional websites with dynamic content using HTML, DHTML, XHTML, CSS, JavaScript and AJAX using LAMP as the primary backend.
 - Designed, developed, and implemented hundreds of landing pages, traffic feeding pages, and misdirect pages using XHTML, CSS, and JavaScript.
 - Designed thousands of custom theatres for affiliates utilizing the in-house theatre template system, relying on hand-coding rather than the heavy CSS WYSIWYG backend editor.
 - Developed many sites using a variety of the most popular content management systems including WordPress, e107, Joomla, Drupal, XOOPS, phpNUKE, osCommerce, and Zen Cart. Created and maintained MySQL databases as well as managed and maintained the in-house linux (CentOS & Ubuntu) cluster.
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/// SKILL SET

Very Strong: [HTML](#), [XHTML](#), [DHTML](#), [.CSS](#), [DOM](#), [JavaScript](#), [JSON](#), [jQuery](#), [jQueryUI](#), [AJAX](#), [SEO & SEM](#), [Content Management Systems](#), and [MySQL](#).

Strong: [PHP](#), [XML](#), [XLST](#), [Section-508](#), and [WAI](#).

Programs, Applications, and Operating Systems: [Adobe Creative Suite 4 Master Collection](#), [XCode](#), [Exact Target](#), [Oracle UCM Content Server](#), [Oracle SiteStudio Designer](#), [Serena Collage](#), [Borland StarTeam](#), [Microsoft SharePoint](#), [Microsoft Office 2007](#), [Windows 98 – Windows 7](#), [MAC OS X](#), and [*NIX](#) environments.

Learning: [HTML5](#), [CSS3](#), [Objective-C](#), and [Cocoa](#).

Received Excellency Degree Certificates from the [W3C](#) and [Expert Rating](#) in [XHTML](#), [HTML](#), [CSS](#), [JavaScript](#), and [ASP](#).

Certified [Google Adwords Individual](#)

/// EDUCATION

Bachelor of the Fine Arts, Filmmaking
[School of Filmmaking, North Carolina School of the Arts](#)

June 2000
Winston-Salem, North Carolina

/// AFFILIATIONS

Contributing Member	SCCA	1997 - Present
Contributing Member	World Wide Web Consortium	1999 - Present
Contributing Member	SourceForge	2000 - Present
Contributing Member	FlashKit	2001 - Present
Contributing Member	Free Software Foundation	2006 - Present

Please feel free to have a look at my online portfolio: <http://www.mikaelfritts.com/portfolio.html>

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