

ABOUT:

Highly skilled web professional with extensive experience designing and developing websites and user interfaces. Adept at blending design fundamentals with robust technical development to create seamless, engaging user experiences. Thrives in fast-paced environments, delivering innovative solutions that balance creativity and functionality. Check out my portfolio at lbederov.github.io.

SKILLS:

Technical:

HTML5, CSS3, JavaScript (ES6+), jQuery, Sass, React JS, Typescript, Tailwind CSS, Bootstrap, Git, GitHub, PHP, Postman, dev tools.

Marketing & data analysis:

WordPress, Drupal, AEM, Marketo, GTM, GA4, Adobe Analytics, SEO, Google Search Console, Looker Studio.

Design:

Adobe Creative Suite, Photoshop, Figma, UI, UX design, visual design, brand design.

Soft skills:

Problem solving, startup mentality, avid learner, bilingual in English and Russian.

EXPERIENCE:

WEB DEVELOPER | OCT 2015–DEC 2024

HPE Aruba Networking | San Jose, California

- Worked as part of the marketing team to support several global, enterprise-scale corporate websites run on WordPress, Drupal, and Adobe Experience Manager (AEM) content-management systems (CMS).
- Worked with stakeholders, project managers, and designers to produce pixel-perfect, responsive interfaces that follow web best practices, accessibility standards, and branding guidelines.
- Developed new WordPress templates, reusable components, custom themes, and other functionality using CSS, PHP, vanilla JavaScript, and jQuery. Integrated third-party APIs and tools.
- Improved technical SEO (Search Engine Optimization), monitored Google Search Console and optimized site performance using core web vitals.
- Integrated marketing automation tools, such as Marketo, Eloqua, cookie consent solution, etc.
- Maintained Google Tag Manager (GTM) and assisted digital marketers with conversion tracking.
- Produced actionable reports and dashboards in Google Analytics and Looker Studio for data analysis.
- Set up and administered Google Analytics properties, managed event and conversion tracking. Implemented transitions to GA4 and Adobe Analytics.

UI/UX DESIGNER & DEVELOPER | JAN 2013–JUN 2015

Symantec | Sunnyvale, California

- As part of an elite engineering team at Blue Coat Systems (now Symantec), designed new concepts and UI for the next generation of Blue Coat network security products.
- Built new interfaces from an idea to wireframes, to visual design and, finally, fully functioning prototypes using HTML5/CSS3 and JavaScript (jQuery).

EDUCATION:

Bachelor of Fine Art (BFA) in Graphic Design

Academy of Art University | San Francisco, California

Associate of Art in Commercial Art

College of San Mateo | San Mateo, California