



JEFFREY LIU

FRONT END DEVELOPER ☎ 973-789-7223

◦ DETAILS ◦

<https://jeffkliu.com>
[973-789-7223](tel:973-789-7223)
jeffkliu@gmail.com

◦ LINKS ◦

[Blk Rck Creative](#)

[Ad: NY Lotto \(Digiday 2017\)](#)

[Ad: Wheat Thins \(Digiday 2018\)](#)

[Ad: Blizzard Entertainment](#)

[Ad: HBO: Game of Thrones](#)

[Ad: Microsoft](#)

[Ad: Royal Caribbean](#)

[Ad: iRobot](#)

[Ad: True Religion](#)

[Ad: Marvel](#)

[Ad: Porsche](#)

[Ad: Nabisco: Ritz](#)

[Ad: Garmin](#)

[Ad: Grey Goose](#)

[Ad: HBO: True Detective](#)

[Ad: MasterCard](#)

[Ad: Delta Airlines](#)

[Ad: L' Oreal](#)

[Ad: Fashion Institute of
Technology](#)

[Ad: LG](#)

[Ad: Audi](#)

[Ad: Rutgers University](#)

[Safemoon](#)

[Policy Savings](#)

[Find Dream Jobs](#)

[Travel Tour Site](#)

[Booking App](#)

[Real Estate Site](#)



PROFILE

As a seasoned front-end developer, I excel at bringing designs to life with interactive and responsive web applications that look great on any device. With over a decade of experience spanning digital advertising, marketing, e-commerce, retail, CMS development and agency work, I bring a wealth of expertise to the table.

My skill set covers the full spectrum of user interface design, testing, debugging, and maintenance of web systems, as well as expertise in animations, web standards, and browser performance. I'm equally comfortable working on multiple projects independently or collaboratively in a team setting.

In recognition of my creative achievements, as a role of an Senior UX & Animation Creative Developer at Undertone. Produced Ad Campaigns nominated for the Best Creative award at DigiDay in both 2017 and 2018.



EMPLOYMENT HISTORY

UI/UX Developer at Interactive Brokers

October 2023 — Present

- Technical, Design, Front End Developer lead for building a new CMS for Sales Team and CEO.
- Build new web pages and maintaining various CMS's web properties within financial institution, ensuring high quality and consistent content.
- UX/UI liaison for QA, Compliance, Software Development
- Work cross functionality with different teams and communicate within Internal and external systems for added security measures
- Create, manage and prioritize projects into Jira tickets to make sure they are on track to meet deadlines in a constant changing environment.
- Meet with internal stakeholders to collect information to build web/mobile prototypes and identify issues that can be translated into better UI/UX solutions, build road maps and timelines.
- Help develop a custom UI library that increased developer productivity and code reuse
- Ensure UI/UX and accessibility best practices are followed by taking ownership of projects.

Front End Developer at Vander Houwen

May 2023 — October 2023

- Utilized HTML, CSS, and JavaScript to create dynamic and interactive user interfaces for Blockchain and Cryptocurrency website
- Integrated internal APIs to provide additional functionality and improve user experiences, efficiency, and maintainability.
- Utilized version control systems such as Git to manage code changes and collaborate with other developers
- Manage multiple projects from start to completion, including website revamp and web/mobile applications
- Collaborate with product owners and developers to obtain project scopes and specifications in order to execute deliverables

◦ **SKILLS** ◦

HTML / JavaScript
CSS3 (Flexbox, Grids, Animations)
React/ Redux
SASS / LESS
Tailwind CSS
PHP
A/B Testing
Bootstrap
Semantic UI
Responsive Design
Programmatic Advertising
Adobe Creative Suite
Product Development
Ad Tech
Figma
jQuery
Greensock Animation
RESTful API's
JSON
AJAX
GitHub & Terminal
Retail & E-commerce
Shopify
WordPress
SEO
Google Analytics
Video Editing
Hubspot
Salesforce
Jira
ChatGPT
Docker

- Work with Content Management systems like HubSpot to scale creatives and landing pages

Front End Developer at Fluent, New York

July 2020 — March 2023

- Partner with product, creative, marketing, and development leads to execute objectives set by senior leadership teams and stakeholders
- Translate designs from Figma and Photoshop to HTML, CSS, JS to fully responsive interactive web and mobile experiences
- Build templates and SASS themes to scale and launch multiple web campaigns, creatives for product and brands to generate profitable revenue every month.
- Maintain web content (landing pages, banners, creatives) and perform A/B tests for improved monetization and user engagement.
- Collaborate with Engineering and Product teams to build a full-service content management system (CMS) as the main power user
- Migrate web properties from a legacy platform onto a new ad platform built with React.
- Manage multiple projects and tasks with Jira and version code with GitHub
- Advise on technical UI/UX feasibility with graphic designers
- Write technical documentation for creative and platform workflows
- Provide technical support and train resources to scale onto the new ad platform

Senior Creative Developer at Undertone, New York

July 2014 — July 2020

- Develop award recognized interactive ads (Digiday) and single page apps for brands using HTML, CSS, JavaScript, APIs, AJAX, JSON, and Responsive Design
- Translate Adobe Creative Suite and Sketch assets to dynamic responsive web and mobile apps experiences.
- Optimize and QA layouts, functionality, and interactive UX across all web browsers and mobile devices
- Use JavaScript to built tools, templates, and wrote documentation to streamline workflows and processes
- Collaborate with business partners, clients, project managers, QA and UX/UI designers to ensure all deliverables are met within strict timelines and launch dates
- Lead, train, and manage other creative developers to succeed in a fast-paced environment.
- Contribute to building and improving our internal Creative Ad Platform (CMS) with innovating ways to increase performance and save time by executing more efficient tasks.
- Help organize company office events to establish fun and rewarding team company culture.

Creative Development Manager at Zeta Global, New York

January 2014 — July 2014

- Lead the company toward Responsive Design and Mobile from web-based affiliate marketing co-founded by the Ex CEO of Apple and Pepsi.
- Manage a creative production team to take pride in their work to the highest quality across all browsers and devices
- Convert existing websites or landing pages to responsive design layouts for web and mobile.
- Refactor custom CMS for standardization using Bootstrap and Boilerplate.
- Executed creative business management decisions that benefit the companies future and growth
- Create responsive templates for various products (EDU, Finance, Insurance) to generate \$1-2 million in monthly revenue for each product. Increase mobile conversion rate up to 65%.
- Integrate responsive design processes and models with third parties

- Trained various department resources to increase efficiency in creative development processes.
- Manage various creative and development projects simultaneously, while meeting deadlines and launch dates

Front End Developer / Media Operations Manager at Zeta Global, New York

July 2012 — December 2013

- Design landing pages and email creative's for marketing campaigns using Adobe Creative Suite
- Slice Photoshop files and code HTML/CSS into responsive landing pages and email newsletters
- Use Hubspot to build landing pages and email marketing campaigns to send to users with e-mail lists
- Work with a team of software engineers to deliver products in a fast pace environment under tight deadlines
- Collaborate with Network/Sales team on new campaigns for affiliate managers to promote to publishers
- QA and troubleshoot all marketing campaigns to ensure it is cross-browser compatible and pixel perfect.
- Create PowerPoint presentations to facilitate business relationships with clients.
- Optimize and product assets for web pages for better browser loading performance.
- Testing pixel fires for campaigns and clients
- Complete weekly and monthly analysis report for campaigns.

EDUCATION

B.S. Information Technology: Multimedia, New Jersey Institute of Technology, Newark, NJ

September 2006 — May 2012

Graphic Design, Rutgers University, Newark, NJ

January 2012 — May 2012

CERTIFICATIONS

Web Performance, Smashing Magazine

Advanced CSS and Sass: Flexbox, Grids, Animations, Udemy

Modern React with Redux

Shopify: Ecommerce Stores

ACCOMPLISHMENTS

Senior Creative Developer at Undertone

Team nominated for Best Creative awards in DigiDay in 2017 & 2018