

ANNA VITKIN ■ www.annavitkin.com ■ 646.386.6591 ■ contact@annavitkin.com ■

EDUCATION

Masters of Arts, Cognitive Science ■ Northeastern University, Boston ■ 2007

National Science Foundation funded research in human knowledge representation and reasoning
Designed Hopeful Monster an ecological simulation, intended to conduct research with children.

Bachelor of Science, Computer Science ■ Northeastern University, Boston ■ 2004

EXPERIENCE

Senior Web Developer ■ WeShop ■ 2010

- ▶ Developed front-end interfaces for segment based offer site.
- ▶ Designed A/B split testing to optimize conversion
- ▶ Created targeted campaigns and strategy to increase conversions.

Senior Web Developer ■ AKQA NY ■ 2010

- ▶ Implemented solutions according to client and creative expectations, interpreting requirements based on design, client communication, and general strategy.
- ▶ Created Facebook application, Are You MW?, including discussion creation, voting, data visualization, Twitter integration [Facebook API, PHP, MySQL, HTML, CSS, Javascript, XML].
- ▶ Created flexible, robust templates for Motorola to help client roll out exciting new operating system.
- ▶ Developed Banking Rewards interface for Mashreq Bank, including banking visualization, reward points product shopping, shopping cart, invoicing [HTML, CSS, Javascript, XML, Heavy Flash integration].
- ▶ Built Smirnoff Nightlife Exchange, a global social party planning Facebook Application [HTML, CSS, jQuery, XML, Facebook API].

Freelance Developer ■ Snag Social ■ 2009

- ▶ Working closely with clients, focusing on transforming abstract ideas into concrete implementation.
- ▶ Designed data structures and functional specifications based on vision for new entertainment shopping site.
- ▶ Created site experience geared toward extracting useful market data from user behavior.
- ▶ Implemented custom architecture using open-source platforms for entertainment shopping experience, including custom plugins for user shopping schedules, shopping carts and calendars [ELGG, PHP, MySQL, jQuery, AJAX, HTML, CSS, Foxycart].

Freelance Developer ■ Talent Maven ■ 2009

- ▶ Designed data architecture for a robust and complex network targeted at the entertainment industry
- ▶ Developed modular MVC architecture for user-driven media-rich portfolio application for talented entertainers
- ▶ Implemented dynamic front-end templates in accordance to designs [Symfony, Smarty, HTML, CSS, jQuery]

Front-end Developer ■ Hii Def Inc - Flavors.me ■ 2008 - 2009

- ▶ Developed rich, animated user interface for data driven lifestream application [CSS, HTML, jQuery, Zend].
- ▶ Designed and implemented a front-end driven flexible skinning engine to allow users to customize the appearance and behavior of their lifestreams [Zend, Javascript, Ajax, HTML, CSS].

Consultant ■ Adam Poots Design ■ 2007 - 2009

- ▶ Designed and developed architecture for visually intensive link sharing social network [PHP, MySQL, Javascript, CSS, HTML].
- ▶ Created data driven modules to handle user profiles, social bookmarking and communication tools.
- ▶ In-depth research of content management solutions [Drupal, Konsort, Elgg, Wordpress, etc]

Freelance Developer ■ POKE New York ■ 2008

- ▶ Created back-end architecture for novel shopping experience, integration with custom e-commerce platform [AMFPHP, MySQL, ASP, HTML, Javascript].
- ▶ Worked with clients to design optimized data structures for online retail and product management.

TECHNICAL SKILLS

Languages, Platforms, and Frameworks

PHP ■ SQL ■ Javascript [jQuery, Prototype, Mootools] ■ CSS ■ HTML ■ AJAX ■ JSP ■ .NET ■ Symfony ■ Zend ■ ELGG

Software & Technologies

Wordpress ■ Open Source Content Management Systems ■ Foxycart ■ Adobe CS ■ SPSS ■ StatView ■ MS

Office Suite ■ MS Access ■ iWork Suite ■ MS Visual Studio