

# JAMES HANRATTY

<http://creativityis.life>

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## PROFILE

With 13+ years experience in digital media, bringing a proven knowledge of creative strategy, vision, communication and management with an emphasis on projects across all platforms in digital, UI/UX, responsive design and print.

AtLarge / Atlas Networks | Sarasota, FL 2019 - 2020  
Senior Front-End Engineer / Creative Director  
<https://atlasnetworks.com> <https://atlarge.com>

- Conceptualizing and ideation of websites, landers, mobile and web applications.
- Low / High Fidelity Wireframing.
- Prototyping, front-end implementation and bug fixes.
- Helped flagship client achieve 30% ticket sales increase for one of it's primary holdings.
- Voted Rookie of the year.
- Promoted to Creative Director.

Bubbly Belle | Sarasota, FL 2017 - 2019  
Lead Design | Product Development | Front-End  
<https://bubblybelle.com>

- Design, creation and implementation of mobile-first landing pages and funnels.
- Created and conducted A/B testing for all new campaigns. Handled all creative for digital ads.
- Designed and prototyped workflows, negatives and molds for new product development.
- Helped increase revenue from \$350,000 annually to \$1.2M monthly.

Aureco Consulting | Sarasota, FL 2015-2017  
Creative Director  
<http://aurecoconsulting.com>

- Creative lead in research, vision, and design for implementation. Branding and identity design, web design and user experience, flash animation, digital illustration, and print design for brands nationwide. Creative direction and implementation of promotional materials, email campaigns, direct marketing campaigns and pitch concepts.

LiveSmart360 / Sora Wellness | Sarasota, FL 2013-2014  
Creative Director  
<http://livesmart360.com> <http://sorawellness.com>

- Directed development of interactive, direct marketing, media, creative, sales promotion and PR strategies. Creative Team Leadership through total company rebranding, web & print content development, product positioning & branding, packaging design and new product launches.

StarRizer | Sarasota, FL 2012-2013  
Lead Front End Developer  
<http://starrizer.com>

- Responsive front-end development for applications and web sites
- User Interaction Design and Development
- Site Planning, Technical Architecture and Leadership

Glide Interactive | Sarasota, FL 2009-2012  
Front End Developer | Graphic Designer  
<http://glideinteractive.com>

## EDUCATION

Full Sail University  
Orlando, FL - 2011  
B.S. | Web Design and  
Development  
GPA: 3.96/4.0

University of South Florida  
Tampa, FL - 2003  
B.S. | Psychology  
GPA: 3.0/4.0

## PROFESSIONAL SKILLS

HTML/HTML5  
CSS/CSS3  
Javascript  
jQuery  
PHP  
Wordpress  
Shopify  
Drupal

Photoshop  
Illustrator  
Xd  
Premier Pro  
Adobe Media Encoder  
After Effects  
Acrobat  
InDesign  
Fusion360  
MeshMixer  
Sublime2  
Git

## EMPLOYMENT