Mariya Morosovska

Web Developer

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LinkedIn

01. SKILLS

HTML5/CSS3	JavaScript	Shopify	Adobe Photoshop
Drupal	JQuery	Wordpress	Adobe Illustrator
SASS	Microsoft 365	API integration	Adobe InDesign

02. EMPLOYMENT HISTORY

Web Designer at Thane Direct
June 2020 - ongoing

- Redesigned and modernized a portfolio of 10+ e-commerce product websites across Canada and United States. The project involved re-building user experience journeys, A/B testing, speed, accessibility and conversion optimization, as well as iteration improvements over time. The resulting changes have culminated in over $8,000,000 in gross sales across 2020-22, and improvements in customer experience.
- Redesigned corporate brand websites to better communicate the company identity to consumers, leading the migration of a Wordpress site onto Shopify and working together with different department stakeholders to create fresh, informative and user-friendly designs.
- Built a friendly and personable customer service front-end page, improving the company's outreach to customers.
- Created and managed websites within platforms that include: Wordpress, Shopify, Wix and Buyist (a custom e-commerce platform built on the Divi web editor).
- Worked with executive, digital marketing, and customer service teams to build sites that fit the needs of all stakeholders.

Graphic Designer/Webmaster at Young People's Theatre
Aug 2015 - Feb 2020

- Managed the company brand website, effectively enhancing site security protocols, SSL adoption, customizations to the theme using PHP and premium plug-ins, as well as content updates.
- Designed custom micro sites for fundraising campaigns, cultivating donor engagement with the company brand
- Advertised to wide consumer audiences by creating artwork for digital and print ads running in news outlets such as Globe&Mail, Toronto Star and NOW Magazine.
- Redesigned the user journey for the Drama School branch of the company, creating a user interface that improved the customer journey when selecting programs for purchase.
- Enhanced donor and customer engagement by designing direct mail infographics, newsletter reports, show programs, posters, postcards, digital flyers and PowerPoint presentations to fit the needs of all stakeholders.
- Worked with executive, marketing, fundraising, education teams as well as third party vendors to achieve marketing goals.

Media Development and Relations at Ryerson University, Tri-Mentoring Program
May 2014 - Apr 2015

- Updated and maintained Ryerson CSS and Wordpress based website platforms.
- Initiated and introduced new media strategies, such as greater accessibility in media content and promotion of past and future events in a MailChimp newsletter format.

03. EDUCATION

Juno College of Technology
Web Development Immersive Certificate

Ryerson Polytechnic University

Bachelor of Design
2010 - 2015

- Web Development Immersive Certificate (February - May 2020)
- JavaScript Fundamentals (January 2020)
- Web Development Fundamentals (October - November 2019)