

PERDANA ANWAR

APPLICATION DEVELOPMENT • FRONT-END WEB DEVELOPER • PROGRAMMER

Project Management • Site Architecture • Team Lead

Accomplished Front-End Developer with experience analyzing client's needs and creating a finished product that exceeds all expectations. Strong programmer instrumental in increasing traffic by teaming with internal groups to create clear and compelling websites, while continuously seeking new ways to optimize information delivery and results. Recognized as a leader with strengths in project management, website development and graphic design. Create and manage websites from planning to inception including front end development, architecture, interface design, site structure, navigation, page optimization, marketing and graphics that appeal to user interactions and website goals. Excellent communication skills with the ability to successfully manage projects for key organizations.

SELECTED HIGHLIGHTS

- Created web based applications for a company specializing in manufacturing professional grade audio products, responsible for launching digital campaigns, tracking user behavior, creating rich user experiences, debugging frontend and server side issues.
- Successfully solved cross browser issues and upgraded old templates and clients websites to current trend practices, such as coded flash galleries into JavaScript galleries.
- Coordinated with other departments on a daily basis to support all front-end support, including creating product microsites for product launches , and strategizing with SEO / social media manager to develop methods to increase followers and spread brand awareness.
- Developed client relationships with Beach City Brewery and Tracejstephens.com, providing expertise in web solutions that match business needs.
- Successfully managed the online ecommerce website for a manufacturer of 3rd party video game peripherals, responsible for product management and customer information, as well as redesigned specific aspects of the site to coordinate with product launches.

Please contact Perdana.anwar@gmail.com to request the full resume.