

Tony Beato

UI/UX Designer & Frontend Developer

(215) 378-4014 - hello@tonybeato.com - Conshohocken, PA

CIVIQ Health | Levittown, PA | civiqhealth.com

Lead Frontend Developer | September 2019—Present

- Design, build and maintain company websites both corporate and facility facing
- Optimize site performance to ensure stellar Google Core Web Vital metrics
- Work directly with Director of Digital Marketing to organize content marketing strategy
- Create and maintain marketing collateral, media graphics and graphic templates
- Lead creative direction brainstorming for new company initiatives

1SEO Digital Marketing | Bristol, PA | 1seo.com

Development Lead | June 2019 – September 2019

- Created and maintained comprehensive workplans to design, build and deploy web projects
- Facilitated the execution of team workload using Agile methodologies
- Performed regular benchmark communication with clients to effectively meet their business goals
- Integrated new sitemap and wireframe systems to expedite workflow in the project planning phase

UX Designer & Developer | January 2018 – May 2019

- Built and deployed high converting user interfaces for WordPress, Shopify, and React web apps
- Designed high fidelity web interfaces using Adobe XD and Photoshop
- Streamlined efforts to integrate user research and content strategy into the project discovery phase
- Introduced modern tools and strategy used for user experience audits
- Incorporated user journey maps into the project planning phase

Junior Developer | April 2017 – December 2018

- Developed custom themes and project templates for WordPress and Shopify
- Converted web designs into working prototypes using Adobe XD and InVision
- Performed regular website maintenance, troubleshooting and hosting migrations
- Implemented content produced by SEO, PPC and Content Development teams

Sigma Phi Alpha Corporate Board | State College, PA | akipsu.org

Communications Chairman | May 2017 – January 2019

- Built and maintained the organization website
- Managed branding and outreach campaigns for new membership and alumni
- Designed and implemented new organization brand guidelines

Education

Penn State University | University Park, PA | 2012 – 2016

Bachelor of Science (BS), Economics - Focus in Business & Marketing

Software/Languages

JavaScript, React, PHP, Laravel, SQL, HTML/CSS, WordPress, Shopify, Photoshop, Illustrator, InDesign, XD