

# ADAM COTI

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## OVERVIEW

For more than eighteen years, I have worked exclusively as a freelance Web site developer, partnering with clients and designers to create user experiences that are aesthetically pleasing and rich in functionality.

My portfolio contains many examples on behalf of some of the most recognized companies in the world as well as numerous small businesses. Also, when working with many of my clients, I serve as a design consultant and participate in the strategy and management of the project to ensure a smoother overall process.

## ABOUT

Since the early days of the Internet revolution, I've created hundreds of Web sites for more than 150 clients, each with its own challenges and rewards. Featured corporate projects included an extensive e-commerce site for NARS Cosmetics, an online magazine for The New York Times, and an award-winning site for Altoids. I've also worked with entertainment-oriented clients such as the fashion designer Maja, the actress Savanna Samson, and the rock band Living Colour.

Despite graduating college with a degree in Technology Management, my career actually started on the business side of publishing. After a stint at Spin magazine, I joined the team at Blender, the interactive music magazine on CD-ROM, as the Marketing and Circulation Director. Blender was published by Felix Dennis, the British magnate, and has since been immortalized at the Smithsonian Institution for its impact on popular culture and its revolutionary approach to the periodical format.

After a few years, though, it was time for a change. While teaching computer classes part-time at Noble Desktop in New York as well as consulting for Metropolis magazine, I enrolled in a graphic design program at Pratt Institute to point my career in a new direction. This included taking a couple of electives in HTML and JavaScript that opened my eyes to Web site development. One thing led to another and, soon enough, my career was pointed in a totally different direction. And I loved it.

In no time, I was freelancing for numerous new media firms and advertising agencies. And sometimes the work extended beyond Web development. With Red Sky Interactive, for example, I directly oversaw a dozen Web developers and served on their executive committee for planning and management.

## SKILLS

My Web site development work is completely hand-coded and customized for each project. This allows for Web site solutions not available to those dependent on design templates or frameworks, which results in more efficient code that is easier to maintain. Best practices are always used.

- HTML5, CSS3
- JavaScript, jQuery, Greensock, Velocity
- Responsive Web Design
- WordPress CMS Implementation
- Squarespace Template Customization
- Responsive HTML Emails & MailChimp
- Search Engine Optimization
- Web Accessibility Compliance

## CLIENTS

Altoids	MasterCard
American Express	McGraw-Hill
Bank of America	Merrill Lynch
BlackRock	Morgan Stanley
Campbell Soup	NARS Cosmetics
Chevron	Nikon
Citigroup	Nokia
Emirates Airlines	New York Times
Food Network	New York University
General Electric	PaineWebber
Hess	Pfizer
IMS Health	Red Stripe Beer
Intel	Sony
Johnson & Johnson	United Technologies
JP Morgan	USGA
Kellogg's	Verizon