

# SEAN YALDA

EST. 1987

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 www.seanyalda.com

## ABOUT ME

I'm a digital nomad with a passion for discovery (both online and off). A generalist by nature, I specialize in helping businesses grow on the web via research, design, and development. You'll find my mind focused on growth and my heart resting at the intersection of art and technology.

## SOCIAL LINKS

**Instagram:**  
instagram.com/sleepysensei

**Twitter:**  
twitter.com/seanyalda

**Linkedin:**  
linkedin.in/sean-yalda

## REFERENCES

**Son Tran**  
Founder/Creative Director  
Pitch Black Media  
+1 (248) 797-4528

**Jacob Martin**  
Lead iOS Developer  
Royal Caribbean Cruises  
+1 (586) 917-0353

**Anna Podvolkova**  
Marketer  
Tyto Life  
+1 (347) 971-7256

## INTERESTS

Travel, Photography, Teaching  
Drumming, Writing, Drawing

## EXPERIENCE

05/16 - 06/17

### UI Design/Front End Developer PlayVS – Detroit, MI

Designed and structured over 40 components within the browser, each with numerous states, composed of many core elements. Wrote code that eased the jobs of integrating each component into a react/nodejs environment.

Design assets and product prototypes were used to raise over \$750,000 of seed money eventually leading to joining Science Inc., a startup incubator.

05/15 - 01/17

### UX/UI Engineer

Pitch Black Media – Pleasant Ridge, MI

Created over 20 tools and documents that helped the team gather information from clients, educate them, and streamline internal processes.

Onboarded and managed 8 clients with structured activities while being heavily involved in discovery, strategy and design stages of each project.

Created an adaptable WordPress theme to use as a framework for all client's projects resulting in cutting development time by 33%.

08/16 - 12/16

### Lecturer of Web Design

Oakland University – Rochester Hills, MI

Taught a course in Web Design (DES330) to 15 undergraduates majoring in graphic design with over 160 hours of combined class time and homework.

Designed and facilitated 3 workshops and feedback sessions between the students and a small business's owner who served as a client.

Resulted in helping 2 students grow their online businesses, another 2 to begin freelancing, and 1 to get a design internship at Continental AG.

08/14 - 11/15

### Full Stack Developer

DNDLN – Detroit, MI

Managed their development team, performed QA, and collected client/designer needs and deliverables while operating within budget constraints for 7 clients.

Helped the team build the city of Detroit's home auction platform costing \$60,000 but generating over \$2,000,000 in the first 6 months.

Installed Eastern Seals Michigan's intranet software which was used by about 500 employees daily and created online materials for training purposes.

01/12 - Present

### CEO/Founder

Hendrix Floyd – Los Angeles, CA

Serviced industries such as real estate, food, activism, education, arts and entertainment, media publishing, engineering, law, startups, and events.

Used content marketing strategies to drive 16 times the visitors to an event's website via social media.

Used usability testing to inform changes made on a school's website application form that resulted in returning 16 times the client's investment.

## SKILLS

HTML

CSS

JavaScript

WordPress

Adobe CC

WebGL

Info. Architecture

UX Design

JS Frameworks\*

Communication

Presentation

Git