




# SEAN YALDA

EST. 1987

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## 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

Contact info available upon request

**Son Tran**  
Founder/Creative Director  
Pitch Black Media

**Jacob Martin**  
Senior iOS Developer  
StockX

**Derek Richmond**  
Executive Producer  
Prettybird Productions

## INTERESTS

Travel, Photography, Teaching  
Drumming, Writing, Drawing

## EXPERIENCE

- 05/16 - Present **Senior Product Designer**  
PlayVS – Santa Monica, CA

PlayVS' first employee on the product team. Played a crucial role in the strategy to acquire key partnerships in order to bring esports to High Schools nationwide. In under 2 years, we've grown from an idea to 25 employees, fundraised \$45.5 million, launched a product, and received nearly 7 billion impressions in press recognizing us as a key player in the esports industry.
- 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	WordPress	Info. Architecture	Communication
CSS	Adobe CC	UX Design	Presentation
JavaScript	WebGL	JS Frameworks*	Git