

O.S. Yassen

osyassen.com | (407) 797-0977 | osyassen@gmail.com
[linkedin](#) | [github](#)

EXPERIENCE

Independent Web Developer & Consultant

Self-Employed

06/2011 to Present

Remote from Orlando, FL

- Develop performant, responsive web experiences, using HTML, CSS, and JavaScript, focusing on user-centric design principles to enhance online presence, messaging, and marketing.
- Lead product discovery, collaborating with stakeholders to gather requirements, assess user pain points, conduct usability testing, and architect web-based solutions aligning with client objectives.
- Craft detailed proposals and roadmaps outlining project scope, features, technical requirements, timelines, potential roadblocks, and resource needs.
- Coordinate and supervise independent contractors (ex; graphic designers, photographers, system administrators) for timely completion of deliverables.
- Achieve consistent and responsive UI/UX across devices, resolutions, and operating systems by coding and testing for cross-browser compatibility using CSS/SASS and JavaScript.
- Prioritize website accessibility by writing accessible (a11y) and semantic HTML5 code for clear web document structure and user interactions.
- Streamline development processes with frontend frameworks and static site generators (SSG) such as Astro.
- Leverage Git for version control, ensuring comprehensive documentation and well-organized code structures for project maintenance and support.
- Craft prototypes, wireframes, and mockups using Figma and Justinmind for collaborative and iterative design communication.
- Use design tools such as Adobe Creative Suite, Serif Affinity, and FFmpeg to create, edit, and optimize website assets. (ex; images, videos, SVG's).
- Deploy content management systems (CMS), such as WordPress, facilitating internal user productivity through easy content updates.
- Strengthen system resilience through security measures, including IP block lists, admin page access restrictions, form CAPTCHAs, and SSL/TLS encryption.

- Secure payment processes by integrating third-party REST APIs (Paypal, Stripe, Square) with DNS/SSL encryption and authentication protocols.
- Implement solutions like E-commerce (WooCommerce) and custom-coded plugins and components for internal and external business problem resolution.
- Automate Linux, Nginx, MariaDB, PHP (LEMP) stack VPS deployment using Bash scripting, increasing development efficiency.
- Maximize server performance through CLI configurations, enacting GZip Compression, Memcaching, and SQL indexing for operational performance.
- Employ system-wide, server-side backups to minimize data loss and ensure website accessibility during emergencies.

Customer Specialist / Operations

08/2007 to 05/2009

Best Buy

Kissimmee, FL

- Provide comprehensive support to business and retail customers, addressing software and hardware needs through customized solutions, installations, and upgrades.
- Sell technical services and products to business and retail clients across a wide range of departments including gaming, home theater, computers, and digital imaging.
- Craft clear analytical reports that present actionable insights and strategic plans to enhance sales and alleviate operational challenges.
- Collaborate with cross-functional teams to execute recommendations from analytical reports, streamlining workflows and driving revenue growth.
- Cultivate relationships with external vendors so store receives early access to new products, in high quantities, for increased competitive advantage.
- Design signage and optimize merchandising layouts to capture customer attention and increase foot traffic sales.
- Establish and maintain store's online knowledge base, ensuring 110+ team members have access to current information for operations and effective troubleshooting.
- Train and mentor sales associates on improving sales technique, customer engagement tactic, and product knowledge.
- Repeatedly recognized for consistently exceeding sales targets, advancing growth metrics, and contributing to overall store success at regional and national levels.

SKILLS

LANGUAGES

HTML5, CSS3, SASS, JavaScript, Bash, Markdown

DEVELOPMENT TOOLS

Visual Studio Code, Git, GitHub, Chrome DevTools, Lighthouse, Google PageSpeed Insights, Firefox DevTools, Edge Developer Tools, NPM, Playwright

CMS, SSG, & FRAMEWORKS

WordPress, WooCommerce, Astro JS

DATABASE & SERVER

Linux (Ubuntu, Centos, Debian), Nginx, Apache, MariaDB, MySQL, PHP

DEPLOYMENT & HOSTING

Linode, Digital Ocean, AWS S3, Github Pages, Github Actions, DNS Configuration, Amazon Route 53, Cloudflare

DESIGN & GRAPHIC SOFTWARE

Adobe Creative Suite (Photoshop, Illustrator), Serif Affinity (Photo, Designer), Justinmind, Figma, Excalidraw, FFmpeg

EDUCATION

University of Central Florida

Completed 49 credit hours towards a B.S. in Computer Science with a GPA of 3.31