

# Zach Kobrinsky

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Visually-driven, UX-focused, frontend web developer with 3+ years of experience creating innovative, interactive (often 3D) high-traffic web applications, advertising campaigns and marketing experiences for high-end clients like Disney+, Paramount, Netflix and Coca-Cola. Able to work seamlessly with clients, designers and project managers to create turnkey graphic-design-to-interactive-web solutions. Highly experienced with vanilla JavaScript and its higher-level frameworks (React and Next.js), HTML, CSS, SASS and various 3D and animation libraries. At the heart of all my life's work is utilizing emerging technologies to tell compelling stories.

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## Technical Skills

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| • JavaScript | • Three.js          | • Google Analytics |
| • HTML       | • GSAP              | • AWS S3           |
| • React.js   | • React Three Fiber | • Ruby on Rails    |
| • Next.js    | • SVG animation     | • PostgreSQL       |
| • Redux      | • P5.js             | • Node.js          |
| • CSS        | • Adobe Photoshop   | • Docker           |
| • SASS       | • Adobe Premiere    | • Webpack          |
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## Work Experience

### Buzzfeed / Complex Networks — Web Developer

2021-current

- Built and delivered 100+ ad campaigns, 20 websites, generating over \$3 million in development revenue
- Improved, optimized, innovated upon and maintained proprietary developer tools, and developed automation scripts for non-proprietary tools like Photoshop and Premiere, improving workflow efficiency by as much as 1,200%
- Innovated new interactive experiences and animation techniques, including templating a [technique for hacking our network's sites](#) for marketing stunts from within ad units
- Developed the most ambitious and profitable sponsored development project in Complex Networks history, generating \$750,000 in revenue ([Coca-Cola Dreamworld](#))
- Performed under tight deadlines, exceeding client and project managers' expectations with development deliverables, while still maintaining organized and digestible code for future developers' use
- Implemented user interaction tracking down to a granular level, using that insight to deliver accurate reports on the success of campaigns to clients
- Counseled clients from our publisher network on best practices for our ad tech, and improved upon our ad tech's best practices and documentation
- Collaborated with project managers, designers and clients, translating code into palatable language, and converting client wants and designs into responsive web development
- Supported other developers by contributing to a sense of community, but also with technical knowledge, feedback, suggestions, paired programming exercises, and mentorship of a junior developer

### Diadeis / SGS Global — Retoucher

2019-2020

- Streamlined media output via Photoshop scripting, high-end retouching for clients like Mercedes, Absolut and Revlon

### Revlon — Photographer & Retoucher

2018-2019

- Pioneered automation of both physical and software processes for marketing and advertising campaigns
- Managed client requests from over 30 subsidiary brands' creative departments

### National Geographic Magazine — Photographic Assistant, Contributing Photographer, Retoucher

2011-2017

- Scripted metadata automation, digital asset management, sometimes surrounded by bats and tarantulas (seriously)
- Photographed, filmed and retouched for Smithsonian, Wired Magazine, Scientific American and other clients

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## Education

Flatiron School | Full Stack Web Development

New York University Tisch School of the Arts | [Interactive Telecommunications Program](#)

Minnesota State University Moorhead | Bachelor of Science, Mass Communications, photo and print journalism