

# Adam Haniff

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## WORK EXPERIENCE

### Content Creator & Digital Media Producer

Remote

YouTube

Dec 2016 - Present

- Amassed over 43 million views and 2.2 million watch time hours, demonstrating compelling content that not only attracts a broad audience but also captivates and retains viewers
- Constructed a loyal community of over 87,000 subscribers, reflecting an engaged audience and strong community building skills
- Generated an impressive \$85,000 in ad revenue by leveraging content creation savvy and monetization strategies, highlighting business acumen in the content creation field
- Enhanced overall content quality and viewer captivation by crafting compelling, engaging scripts and designing high click-through rate thumbnails

## FRONT-END WEB DEVELOPMENT PROJECTS

### E-Commerce Product Page - [Live Site](#) [GitHub Repository](#)

- Constructed a product page featuring an immersive lightbox product gallery and streamlined cart functionality, significantly enhancing the user experience and shopping process
- Engineered a seamless responsive design to ensure an optimal viewing experience across various device screen sizes, demonstrating an understanding of diverse user needs
- Developed intuitive interactive elements with hover states, coupled with efficient thumbnail navigation, offering users an enhanced interactive and visual experience
- Optimized the user shopping experience by integrating streamlined cart functionality, simplifying the addition, viewing, and management of cart contents

### Dictionary Web App - [Live Site](#) [GitHub Repository](#)

- Engineered a user-friendly dictionary web application, integrating dynamic color schemes and selectable fonts to enhance user visual comfort and personalization
- Designed an intuitive word search function alongside a responsive form validation system, maximizing user experience through swift and accurate feedback
- Incorporated comprehensive word definitions via Free Dictionary API, enriched with audio pronunciation support, thereby bolstering the learning experience
- Employed a responsive design technique, ensuring seamless adjustment across various screen sizes while enhancing interactivity through optimized hover and focus states

### Planets Fact Site - [Live Site](#) [GitHub Repository](#)

- Developed an all-encompassing fact site for our solar system's planets, facilitating comprehensive exploration and learning
- Implemented a responsive design, ensuring optimal readability and usability across varying screen sizes
- Optimized user interaction by incorporating intuitive hover states, thus providing instant visual feedback and enhancing user engagement
- Integrated dynamic content updates on planet information accompanied by an effortless navigation system, resulting in seamless and efficient knowledge exploration

## EDUCATION

### Web Development Bootcamp

Aug 2022 - Dec 2023

Udemy

Remote

**Relevant Courses:** Responsive Web Design w/ HTML & CSS, Front End Development Libraries, Advanced CSS & Sass: (Flexbox, Grid, Animations), Modern React with Redux, Data Structures & Algorithms w/ JavaScript

### Master of Arts in Criminal Justice - Specialization in Terrorism Studies (GPA 3.97/4.0)

Jan 2020 - Dec 2021

John Jay College of Criminal Justice

Manhattan, NY

### Bachelor of Arts in Criminology (GPA 3.85/4.0)

Aug 2015 - May 2019

John Jay College of Criminal Justice

Manhattan, NY

## TECHNICAL SKILLS

**Programming Languages:** HTML, CSS, JavaScript, Python

**Technologies:** Sass, SCSS, Tailwind CSS, Bootstrap, jQuery, React, Redux

**Tools:** Git, GitHub, VS Code, Parcel, Figma