

GENNY ALLISON

WEB DEVELOPER

325-262-7085

gallison.eliteservices@gmail.com

6501 7 St., Lubbock

<https://gennyallison.netlify.app/>

www.linkedin.com/in/genny-allison

INTRODUCTION

As a creative problem solver with a passion for technology, I bridge the gap between aesthetic appeal and technical proficiency. My journey to web development is rooted in years of business management and hands-on design, giving me a holistic perspective that few developers possess. I'm driven by a deep commitment to creating visually striking, user-focused digital experiences that are accessible to all.

PROFESSIONAL SUMMARY

With a unique blend of design expertise and web development skills, I am equipped to take on challenges that require both an eye for design and technical precision. My experience spans multiple industries—floral design, finance, retail, and child care—where I have held roles that demanded creativity, strategic thinking, and a relentless focus on user needs. These diverse experiences have shaped me into a developer who sees every project as a canvas for innovation, creativity, and meaningful user engagement.

- **Creative Vision:** I have a well-trained eye for aesthetics, gained through years of graphic design, photography, and product design for my own e-commerce businesses. I know how to make digital experiences visually compelling, intuitive, and on-brand.
- **Technical Skill:** My work is grounded in HTML, CSS, JavaScript, and an understanding of WCAG compliance, ensuring that each project I deliver is both functional and accessible.
- **Business Acumen:** Running my own businesses taught me the value of empathy, communication, and collaboration. I understand client perspectives and translate business objectives into effective digital solutions.

OBJECTIVE

As a creative problem solver with a passion for technology, I bridge the gap between aesthetic appeal and technical proficiency. My journey to web development is rooted in years of business management and hands-on design, giving me a holistic perspective that few developers possess. I'm driven by a deep commitment to creating visually striking, user-focused digital experiences that are accessible to all.

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SUMMARY

Driven Web Developer specializing in **UI/UX design** and **WCAG** compliance, with a proven track record of blending creative design and technical expertise to deliver responsive, user-centered websites. Eager to contribute innovative, user-focused solutions within a dynamic team environment, leveraging a unique mix of creativity and technical acumen. For a comprehensive view of my projects and skills, please visit my portfolio: gennyallison.netlify.app

SKILLS

Web Development

- **Front-End:** HTML, CSS, JavaScript
- **Back-End:** Python
- **Web Accessibility:** WCAG Compliance, User Accessibility Principles

Design & Prototyping

- **Graphic Design:** Adobe Photoshop, Canva, Figma, Kittl
- **UI/UX:** Design Thinking, Wireframe Creation
- **Photography Editing:** Lightroom

E-commerce & Business Management

- **E-commerce:** Drop Shipping, Etsy Store Management
- **Business Operations:** Operations Management, Finance, Customer Relations

Tools & Technologies

- **Advanced Tools:** MidJourney, ChatGPT for market research and user insights
- **Computer Literacy:** Proficient with various software and digital platforms

EDUCATION

- **Codecademy – Full Stack Engineer Career Path** (Certification in HTML, CSS, JavaScript, Python)
- **DevSlopes – Full Stack Engineer Career Path** (Certification in HTML, CSS, JavaScript)
- **LinkedIn Learning – Web Accessibility for Developers (WCAG Compliance Focus), UI/UX Design**
- **freeCodeCamp – Responsive Web Design** (300-hour certification)
- **Coursera – UX/UI Design, Google UX Design**

CERTIFICATIONS

- Responsive Web Design
- HTML
- CSS
- JavaScript
- Python

PROFESSIONAL EXPERIENCE

Owner | Operator

Allison's Stock Inc. | 2023 - Present

- **Launched and managed a successful e-commerce business**, developing multiple online stores with cohesive branding that enhanced user engagement and drove sales.
- **Designed visually engaging product layouts and branding assets** using Adobe Photoshop, Canva, Figma, and Kittl, optimizing the customer experience across all digital platforms.
- **Conducted advanced market research** with tools like MidJourney and ChatGPT, adapting strategies to align with customer insights and industry trends, resulting in higher engagement.
- **Freelance Project – Parent Tech Support:** Created user-friendly article and video pages in WordPress for a tech safety site, ensuring a clean, intuitive layout that improved user navigation and engagement. Customized layouts, integrated YouTube for visual consistency, and met all client specifications.

Owner | Operator

Allison's Daycare | 2017 - Present

- **Manage** all aspects of daycare operations, including enrollment, staff management, and **financial planning**.
- **Developed marketing strategies** to attract new clients and maintain high occupancy rates.
- Ensured **compliance** with **state regulations** and provided a safe, nurturing environment for children.

Finance Director

Elite Services | 2008 - 2017

- **Oversaw finance application processes** and worked with finance companies to ensure customer approvals.
- **Reviewed and ensured accuracy of contracts**, maintaining high levels of customer satisfaction.
- **Managed financial records** and provided regular **reports** to senior management.