



KEELY RETZLOFF

UX/UI Designer + Front End Developer

Education

- **University of Texas at Dallas**
BA in Arts and Technology
Minor in Psychology
Graduated December 2018
Achieved Dean's List December 2018
- **Three Rivers High School**
Graduated May 2014
Achieved UIL Academics Computer Applications State Qualifier Round

Designer or **Developer?**

From a young age, I knew that I loved creating websites. So much, I taught myself HTML, CSS, and Photoshop at around 12 years old. In College, I found a love for Psychology and UX. Fast forward to today, I live with one foot in both design and development worlds because I can't bear to let either go.

Work Experience



- PATH Counseling November 2020-January 2021
Web Dev/UX Design, Developed WordPress landing page for client, collab with Visual Designer, mobile experience
- TREEM, January 2020-August 2020
Web Dev/UX Design, led UX Team, built XD web mockups, Site Speed Optimization, HTML email campaigns, WP Ecommerce
- House of The South August 2018-Present
Branding/Design/Dev, WP eCommerce site, created digital Photoshop assets, Mailchimp marketing, InDesign mockups
- JSLightle Photo October 2017-July 2018
Design and Development, Simple portfolio website in Word-press, organized photos into album system

Volunteer Work

- Social Media Volunteer, September 2017
Attended Big Design UX conference, sat in on lectures and posted to social media for UTDallas UX club
- Equest Volunteer, April 2016 - July 2016
Assisted in Therapy sessions by walking alongside riders and horses and carrying out barn duties

References available upon request

Skills / Tools

- HTML5 / CSS3 / Javascript
- ReactJS / Vue
- WordPress / PHP
- Adobe Creative Suite / XD
- GatsbyJS / SASS / SEO / Netlify
- Ask me about my soft skills!

Fun Facts

1. I'm a casual gamer.
2. I love nature and traveling.
3. I grew up going to Herman's Hermits Revival concerts.
4. My nickname in school was 'Grace.'

Languages

1. English - Native
2. Swedish - Intermediate B1
3. Spanish - Elementary A2



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keely.dev