

Skills & Knowledge

W3C Validated HTML5
CSS3 / SASS / BEM
JavaScript ES6+ / jQuery
React.js / Node.js
PHP

MongoDB / SQL
NPM / Git
Bootstrap 3 & 4 / Foundation
Wordpress / Drupal / Ghost

Bruce Clay SEO Trained
Google Analytics Certified
Google Adwords Certified
Adobe Creative Suite Expert

Education

Full Sail University 2008-2010
Bachelors of Science
Digital Arts and Design

Experience

Webmaster/Front-End Web Developer **American Automobile Association(AAA)**

2016 - 2018

Responsibilities: Designs, creates and maintains the websites of subscribing clubs, International, Local Intranet, and Local Office Business lines. Provides guidance, information and support via web technology, graphic design, and applied technology for subscribing clubs and National Office business lines.

- Web developer and designer to 17 AAA clubs across the USA and Canada
- Edit and improve club sites based on analytic data and user feedback via Webtrends & Google Analytics
- Landing page and marketing material creation along with A/B Testing
- SEO Implementation and progression via Conductor, Google Lighthouse Dev Tools and Bruce Clay Training

Environment: HTML/CSS/JS, Drupal/Wordpress/Ghost, Node.js with Express, Git, Google Analytics

Lead Designer **RIP-IT Sports**

2015 - 2016

Responsibilities: Sole designer for a small to medium sized company.

- Assisted with RIP-IT's marketing and design challenges.
- Completed two full website redesigns and re-branded the company based on user research.
- Created marketing materials, photos and other assets.
- Responsible for work related to two start up companies within RIP-IT, Kino and Lateshipment.com.
- Managed the website design and app design of Kino.com.
- Produced web design and marketing materials for Lateshipment.com.

Environment: HTML/CSS/jQuery, Bootstrap 3

UI/UX Designer **NCR Corporation**

2011 - 2014

Responsibilities: Designer for Self Checkout Kiosks.

- Responsible for UI/UX design projects
- Developed user personas and created scenarios/challenges based off of those personas for use in presentations and development.
- Created multiple wireframes and redlines for back end administrative/management tools as well as wireframes and prototypes for national retail chain self check out kiosks.