CRYSTALYNN MEYER

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LinkedIn

SUMMARY

Expert Front End Developer with 18+ years of experience designing and building responsive, user-centric e-commerce and other branded websites (HTML, CSS, Javascript). Helping companies improve their development practices, productivity, deliverables, and revenue through efficient code and streamlined processes. Advocate for the end user and a key collaborator within all levels of the organization, bringing a strong UX/UI Design background which informs and balances user needs with technical application.

EXPERIENCE

Modere – Springville, UT (May 2016 – April 2025)
Manager of Front End Development, Lead UX/Front End Developer, SEO Specialist
- Wrote well-designed, testable, efficient code by using best software development practices.
- Provided code reviews to ensure development followed company best practices, security measures, performance, and efficiency standards (HTML, CSS, SCSS, Javascript, Angular, React, Next.js).
- Used communication and attention to detail with a focus on long-term strategy for design and development solutions to support sustainable, rapid growth.
- Kept up-to-date with industry trends and technology developments to then share information, ideas, and best practices with team members to improve their skills.
- Managed and prioritized lift-and-shift to a new global content management system (CMS) and ongoing maintenance of new content contributions in multiple languages.
- Participated and coordinated with multiple teams on monthly production releases and hypercare.
- Collaborated with Data Team to create meaningful analytics, KPIs, and other metrics for leadership.
- Applied empathetic design strategies and user-centered thinking to solve problems for the customers.
- Performed User Research and Usability Testing with customers, third-party, and internal users.
- Organized and structured an information architecture system with products, content, images, videos, and other technological assets (Cloudinary, Contentstack, Wordpress).
- Designed intuitive and engaging user interfaces in Figma that facilitate smooth user interaction.
- Created and implemented visual designs on multiple websites / applications for a cohesive aesthetic.
- Built wireframes and interactive prototypes to present to C-Level Executives and stakeholders for approval before working with development for implementation.
- Produced and maintained a living design system to create cohesion throughout multiple e-commerce websites, applications, and company branding.
- Communicated with all levels of the business and with third-party contractors and vendors on project status, design changes, problem-solving, and enhancements to existing products and assets.
- Created an inspiring team environment with an open communication culture to encourage creativity.
- Oversaw day-to-day team operations and mentored team members in their growth and development.
- Nominated four times for MVP Award (a prestigious award given to eight employees per year).

23 Lines – Provo, UT (October 2015 – August 2016)
Senior Web Designer, Developer
- Designed personalized logos and custom websites based on individual client needs and branding.
- Utilized cross-browser development and responsive functionality to create custom websites.
- Coded custom website functionality using Javascript, jQuery, and platforms such as Wordpress.

Life, the Universe, and Everything – Provo, UT (February 2014 – February 2016)
Volunteer in Advertising, Graphic Design, Web Design and Development
- Volunteered with LTUE for a symposium of 1,500+ attendees.
- Performed User Research and organized a case study to present to major stakeholders.
- Designed a new logo and user-centric website with updated, cohesive branding for the organization.
- Built new website with custom graphics with user experience top of mind (HTML, CSS, Javascript).
- Migrated content and images to new website with focus on performance and quality.
- Worked with the Marketing team to promote events and raise awareness in the community.
- Aided multiple teams within the organization with miscellaneous tasks during the events (filming, registration, website maintenance, customer support, account management, etc.)

Infogenix – Provo, UT (June 2008 – October 2015)
Web Designer/Developer
- Developed and styled custom websites for clients with responsive design and cross-browser compatibility along with company branding in mind.
- Integrated Javascript, jQuery, Perl, and PHP elements to work with custom designed websites.
- Updated e-commerce and backend templates to match designs (Wordpress, Joomla, Magento).
- Built multiple information architecture systems to manage content for easy maintenance.
- Designed personalized logos and custom websites based on individual client needs and branding.
- Earned Employee of the Month and Letter of Recommendation from CEO (available upon request).

Heritage Web Solutions – Provo, UT (September 2007 – May 2008)
Web Designer/Developer, Updates Developer
- Designed, coded, and styled custom websites based on client business needs and branding.
- Collaborated with clients on custom website builds including user experience testing and an iterative agile approach to ensure a user-centric end-result.
- Updated e-commerce and backend templates to match with custom designs and company branding.
- Evaluated client websites and made additional feature suggestions based on their specific needs.

SKILLS / KNOWLEDGE

Personal
- Strategic Problem-Solver | Communication
- Information Architecture Expert
- Agile | Scrum | Kanban | Waterfall
- Strong Leadership | Management Skills | Coaching
- Attention to Detail | Organization
- Presentation | Documentation | Collaboration
- Prioritization | Time Management
- User Experience Design | User Interaction Design
- Prototypes | Wireframes | Mock-ups | User Flows
- User Research | Usability Testing

Technology and Software
- HTML | CSS | SCSS | JavaScript
- Angular | React | TypeScript | Git | Version Control
- Microsoft Office 365 (Excel, Word, PowerPoint)
- Artificial Intelligence (AI)
- JIRA | Confluence | Azure DevOps (ADO)
- Contentstack | Wordpress | SharePoint | Wiki
- Aha! | SmartSheet
- Adobe Creative Cloud (Illustrator, Photoshop, XD)
- Figma | Sketch
- WebEx | Zoom | Microsoft Teams | Slack

EDUCATION

Utah Valley University – Focus on Design and Art, General Studies
Granite High School – Graduated with High Honors, AP Student, Focus on Art and Tech, Editor

REFERENCES

Jen Broadbent – *Lead Product Delivery Manager and Sr. Certified Scrum Master*
Relationship: Jen and I were peer Managers in IT at Modere. We collaborated on multiple projects.
Email: jen.a.broadbent@gmail.com
Cell Phone: 801-228-8867

Evan Christean – *Web Development Manager*
Relationship: Evan was my manager initially at Modere, and later became peer Managers. Worked closely on integrating Design with Development.
Email: echristean@outlook.com
Cell Phone: 801-691-9201

Josh Tripp – *Software Developer*
Relationship: Josh reported directly to me for 5+ years on the Front-End Development team.
Email: tripp4414@gmail.com
Cell Phone: 801-645-8993