

# ROCK ROQUE

{DESIGNER, DEVELOPER, DOER}

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📍 3440 Gunston Rd. Alexandria, VA

## CLEARANCES

**Public Trust**

**Secret - *not actively sponsored***

## EXPERIENCE

### **UX Developer – Gov. Contract**

Alcohol Tobacco, Tax and Trade  
Bureau Department of Treasury  
1310 G St NW, Washington, DC 20005

**2021-present**

- Designed and implemented new features and functionality of TTB.gov, using HTML, CSS, JavaScript, JQuery, Bootstrap, USWDS, Adobe Photoshop, and xD
- Generated user flows and UX research tools to collect user feedback before design implementation
- Managed a high volume of tickets daily, including updating content, fixing front-end and backend bugs, and building new features and functionality like PHP mailer to create automatic user responses for submitted forms
- Contributed design ideation and deliverables through various projects outside of the larger contract, including redesigning and building new internal pages in SharePoint 2016 and 2019
- Debugged and resolved website errors like incompatible jQuery versions, JavaScript runtime errors, and backend PHP issues
- Worked closely with an AWS Cloud Engineer and Systems Administrator to maintain and troubleshoot server, database, or CMS issues in the LAMP stack
- Utilized strong SEO language skills to ensure website optimization for search engines and internal searches using the Search.gov API
- Developed and maintained documentation for future team members that provides training on the Joomla! CMS
- Interfaced with program offices and departments to prioritize and build new or improved features for their respective sites
- Met with various leadership officials to scope out and plan roadmaps and pipelines for future work

## ABOUT ME

UX/UI Designer and Developer with proven results in design ideation and functionality that deliver high-quality user experiences. My skillset extends beyond technical experience as I approach every client or project with a consultant mindset, relationship building, identifying and executing value added to deliver a high-quality custom product on time and within budget. I've worked with various government departments and bureaus to redesign, build, and improve legacy website features and infrastructure. I am seeking a dynamic position that allows me to combine my technical, communicative, and adaptive skillset to effectively deliver solutions to complex customer issues. No matter the project, I'm ready to jump in and solve problems.

## EXPERTISE

- Connector
- Communicator
- Creative
- Collaborator
- Challenger
- Doer

## TECHNICAL SKILLS

- HTML, CSS, jQuery, JavaScript, React, Bootstrap, USWDS, Material UI, Python, PHP, SQL
- Adobe: XD, Figma, Photoshop, Illustrator, InDesign
- Git, Github, JIRA
- SharePoint 2013, 2016, 2019, ShareGate, Joomla, Wordpress, Webflow
- AWS Cloudfront

## UX / UI Designer | Team Lead – Gov. Contract

NetImpact Strategies Inc.  
Falls Church, VA

2020-2021

- Redesigned and developed a public-facing website in SharePoint 2019 for the Assistant Secretary for Preparedness and Response (aspr.hhs.gov) under the department of Health and Human Services (HHS)
- Designed site architecture, wireframes, high-fidelity mockups, and prototypes to communicate design concepts and gather feedback, and style guide
- Actively participated in design critiques and provided constructive feedback to team members
- Managed design resources and project timelines to ensure that deliverables were met on time and within budget
- Utilized user research and testing techniques to inform design decisions and improve user experience
- Continuously stayed up-to-date with industry trends and best practices to improve design skills and knowledge
- Acted as Scrum Master during the project life cycle mitigating project risk, prioritizing project scope, and planning sprints with the product owner to the development team
- Authored process workflows for team development to establish consistency and quality in our product
- Jumped into development to ensure deliverables were met on time and within budget
- Facilitated code review sessions with the team to ensure clean code and design
- Led team in the design and development of training documentation and materials for knowledge transfer of the product to the client
- Interfaced and prioritized communications from the product owner to the team ensuring work followed project scope and requirements like 508 accessibility and SEO improvements

### Ghost Writer – Extra Circular

Authored, co-written, and peer-reviewed articles for NetImpact  
Strategies Marketing and Communication team

## Account Executive

MeasuredRisk  
Arlington, VA

2020-2021

- Cultivate relationships with prospective clients to address cybersecurity concerns within their businesses' infrastructure
- Met with analysts to C-level executives to plan, educate, and discuss how we can add value to their business
- Training and guiding prospects through the acquisition pipeline using Salesforce CRM
- Discuss and plan product deployment with clients to ensure successful implementation
- Built and presented training material to stakeholders
- Conducted market research and analyzed data to identify new business opportunities and potential areas for growth within existing accounts

## Digital Media Manager | Wordpress Developer

Texas Rock Gym  
Houston, TX

2016-2018

- Planned and authored communications newsletters, to internal and external audiences using MailChimp
- Designed print and digital media advertisements to be used in marketing campaigns
- Managed team on digital marketing product development
- Data-driven sales forecasting based on social media growth and EFT conversion
- Enhanced website security and SEO using Yoast plugin
- Developed new features on the TeaxsRockGym website like: interactive calendar booking, contact forms, and a meganav menu system.

## LEADERSHIP EXPERIENCE

(Unofficial) Scrum Master | Team Lead - *NetImpact Strategies*

2020-2021

## EDUCATION

### Shenandoah University

Bachelor of Science in Public Health | Computer Science

2019-2020