Lizzie Wilkinson

Sr. User Experience Developer | Designer
Code & Design Samples Upon Request | Remote Positions Only

She/Her
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Hello!

I'm Lizzie - an accessibility-focused front end developer with over 10 years of experience designing and building accessible, responsive digital solutions. I'm skilled in HTML, CSS, JavaScript, React, PHP, WordPress & Magento Commerce. Passionate advocate for web accessibility and integrating WCAG 2.1 AA standards. Successful track record delivering customized websites and web applications that increase traffic, leads, and sales. Looking to leverage technical expertise and leadership skills to join a team prioritizing inclusive and accessible web development.

Key Highlights:

- Improved web accessibility by 55+ points through co-developing an accessibility forward templating and design system and utility CSS framework.
- Led documentation and implementation of accessibility processes and styling standards for development teams.
- Advocated for and integrated WCAG 2.1 compliance across multiple web properties and applications.
- Increased monthly sales for an art supply ecommerce client from $10-15K to over an average of $25K with a custom accessible WordPress/WooCommerce platform, cross-channel social media ad designs, and marketing consultation.
- Worked on a team to transition 1000+ automotive dealership websites through migration between CMS platforms.

EXPERIENCE

HanesBrands, Inc - Remote
Applications Developer II

Feb 2022 - PRESENT

- Lead Content Developer for Hanes.com e-commerce website, managing web content, assets, and code templates.
- Develop and maintain responsive, accessible code and documentation for Hanes.com, Champion.com, and other business lines on Magento Commerce.
- Advocate for and integrate WCAG 2.1 AA accessibility standards across web properties. Communicate with cross-functional teams for feature builds and testing.
- Collaborated with design teams to create Adobe XD templates for site design handoffs.
- Co-developed a new content design system for our content pages including utility CSS and framework optimized for accessibility and speed, improving Lighthouse Accessibility score by over 55 points.

SKILLS

User Interface Design & Development

Accessibility Standards Development & Implementation

HTML, CSS, Tailwind, JQuery, PHP, React.js

Bootstrap & Responsive Frameworks

Wordpress Theme & Plugin Development

Magento Content Development & Management

HIPAA Compliant Data Collection

Data Layer Integration

Process Development & Documentation Management

Adobe Photoshop, Illustrator & XD to Code

WCAG 2.1 AA Accessibility Standards / Section 508

Design & Prototyping

User Interface Layouts

Adobe Photoshop, Illustrator & XD

Figma

Spring Venture Group - Kansas City, MO
PHP Developer -> Sr Wordpress Engineer

JULY 2017 - OCT 2018

Wordpress theme and plugin development for marketing websites and lead generating web applications using PHP, HTML5, Bootstrap, CSS, JavaScript/jQuery.

- Responsible for building and managing multiple lead generation websites including:
  - Collection, storage, transfer, and integrity of HIPAA compliant lead data from healthcare marketing websites.
  - Third-party integrations to enhance user experience and gather lead data.
  - Defining processes and managing documentation for the web development team including accessibility and styling standards
- Developed testing for, interviewed, selected, and trained the team's first Jr. Developer through a non-profit boot camp school in Kansas City, leading to multiple developers being brought on in other areas of IT.
- Restructured outdated tracking pixels and code for collection of user/lead data/third-party APIs. Implemented new development processes and workflows, including Git/Codeship.

VinSolutions / COX Automotive - Kansas City, MO
Front End Developer

SEPT 2015 - OCT 2016

- Developed responsive websites and customized content for automotive dealership clients using HTML, CSS, JavaScript on Kentico and proprietary CMS.
- Led documentation overhaul including production processes, training materials for new hires, and merging documentation from acquired companies.
- Traveled on a development team to learn and develop a training plan for an acquired company's technology stack, facilitating transition between teams.

Staples Corporate Offices, Kansas City, MO
Premedia Specialist

JAN 2014 - SEPT 2015

Prepare customer-supplied files for print based on ISO certified processes and maintain ISO certified process documentation.

- Fixed, altered, designed, and digitized client requests in a high-volume setting.
- Produced multiple motion graphics explaining some of our different lines of business to assist sales in gaining new B2B customers.
- Developed a training program for new hires entering the company as pre-press specialists.
- Developed Adobe scripts and actions to significantly decrease

production times in processing files and proofing projects from an average of 30 minutes per file to 18 on average.

Lizzies.Work - Self Employed
Freelance Developer & Graphic Designer

MARCH 2009 - FEB 2022

Accessible and Responsive User Interface Design, Web Development

- PHP, HTML5, CSS3, SASS, jQuery, JavaScript, Bootstrap, WCAG
- WordPress/WooCommerce theme and plugin development
- Branding design, client training, marketing consultation

Web Design and Development Clients Include:

- **Alpha 6 Corporation (Detroit, MI)** - Transitioned art supply boutique from free ecommerce site to custom WordPress and WooCommerce build. Implemented wholesale management system, customer profiles and wishlists, and artist blog. Increased average monthly sales from $10-15k to over $35k.
- **Signs of Art (New Zealand)** - Built responsive WooCommerce site and branded assets. Provided ongoing training and support.
- **Superfrog Signs (Moorhead, MN)** - Developed custom WordPress site optimized for lead generation. Implemented online quoting system enabling customers to manage orders and requests through the site.

EDUCATION / NERD CRED

I'm a huge proponent of the 5(+) hour rule. I binge on Skillshare, tinker with just about anything electronic or that has wheels, hold multiple annual museum passes, and get excited for library day. I still do the summer reading programs every year.

Full Sail University
B.S. *Graphic Design*

2011-2012 (Did Not Graduate)

Coursework focused on print and web design theory, digital media, and web technologies

Although I did not complete my degree due to financial constraints, I leveraged my coursework and self-directed learning to pivot into web development roles. I excel at self-teaching and quickly mastering new languages and frameworks through hands-on experience. My adaptability enables me to stay current in an ever-evolving technical landscape.