Hi!

Thanks for looking over my docs and portfolio!

Just to reiterate what we discussed; you have a client in Andover looking for a UI/UX professional. They are looking for someone to fill the role doing some rebranding, web development and landing page projects. I’m assuming there is more to the role than these.

To summarize what I bring to the table; I am an eCommerce manager. This title includes web development, CMS platform management, graphic design, analytics interpretation and presentation, social media platform management, content management of all digital properties and assets, product photography and customer service data management, as well as email marketing campaign management. It’s basically the “everything hat” for online storefronts and digital marketing.

My experience includes website coding with html/css/javascript/bootstrap, and management of platforms such as Magento, Wordpress, Pressero and Salesforce. I have my own subscription for Adobe all apps and have worked extensively with Photoshop to edit photos and create graphics for logo, branding and content creation. I have done video editing and created motion graphics. There are a couple examples of these on my online portfolio, which I hand coded using Visual Studio for a code editor. Notepad++ is also a favorite code editor.

I’m accustomed to building out email marketing campaigns. This is how I became familiar with “landing pages” and “A to B” testing. I’ve been working in my role for over six years and have a lot of experience behind me.

UI Developer Skills Test

Objective:

Your task is to design and build a landing page for a fictitious client. Some graphic assets have been provided to get you started, as well as Bootstrap to use as needed. Take the time you need, but this is meant to be a relatively small exercise that could be completed in an evening or two. It is time to let your design and front-end development skills shine!

What we are looking for:

Responsive. The site should be usable and look nice on small (mobile) screens all the way up to large (desktop) screens.

Accessible. Shoot for a WCAG AA compliance.

Cross browser. The site should display correctly in IE11, latest versions of Edge, Chrome, Firefox, Safari, iOS Safari and Chrome on Android.

Modular. Well structured, HTML and CSS built with reuse and maintainability in mind. This is more important than a bunch of flashy CSS tricks.

Solid design. Spacing, colors, fonts, and page hierarchy should be used effectively to create a pleasing and effective layout.

What to deliver:

Once you have a landing page in a good place, simply send us a link to a GIT repo, or send us a ZIP of all the HTML, CSS, JS, and other assets for the page. You can also provide a test URL of the page if you want, but that isn’t required.

What to expect:

Once we have a chance to review your submission, we will get back to you with feedback. We will make every effort to be timely in our review. No one likes to be left wondering, so we will provide comments on your work regardless of whether you are finally selected for the position.

Thank you for taking the time to show us your skills, and have fun!

Details from the “client”:

The purpose of this landing page is to raise awareness of our cause, and get people to register for the upcoming event.

Copy for the landing page:

Save the Potholes

Our mission is to preserve and protect the fragile pothole ecosystem. In addition to providing essential habitat for traffic cones and migratory hubcaps, we believe the underappreciated beauty of potholes add texture to all our lives. Can you imagine a world without potholes?

Join us for our 17th annual hole spotting tour!

April 1, 2019 from 4:00 - 6:00 pm

We will meet at the Quartzite Rock Association for a brief presentation from our founder, and tour as a group from there. Neck braces will be available for those who need them. A great time for adventurous people of all ages.

Register Today

Self-guided tours. Download topographic maps of the potholes in your area, and discover hidden gems right down the street.

Potholes threatened! Learn more about repair crews and other challenges faced by this amazing ecosystem.

Join the cause! Potholes may be resilient, coming back year after year, but they need your help to remain a constant part of our lives.

Save the Potholes

231 S. Phillips Ave. #200

Sioux Falls, SD 57104

chuck@savethepotholes.org

Social media icons

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Notes:

We will need a donate button and sharing links for the social networks on the page somewhere as well. A rough wireframe has been included to show an idea of page structure. This is a guide more than anything carved in stone.

A logo and some photos have been included. Use what you need to make us look good.

Our official colors are:

Dark blue #314F71



Orange #E4731E

