**Ashley Zufelt**

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# WEB DEVELOPER

Passionate web developer with a creative mindset, focused on creating fast, lightweight, cross-platform applications that prioritize reliability and being user-friendly while adhering to accessibility best practices. Equipped with a comprehensive eye for layout design and typography, exceptional problem-solving and UX-analysis skills, seeking to contribute to a collaborative team dedicated to achieving success.

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| **SKILLS & PROFICIENCIES** |  |  |
| ·HTML  ·CSS3 | SASS  ·JavaScript  ·JSON | REST API  ·Node.js  ·React | React Native | ·Git | Version Control  ·MongoDB | NoSQL  ·MySQL | Database  ·Debugging | Testing  ·Accessibility | SEO  ·Responsive Design | ·WordPress  ·PHP  ·Analytic Tools  ·Figma | Adobe XD  ·C-Panel | Heroku  ·Adobe CC Suite |
| **PROFESSIONAL EXPERIENCE** |  |  |

## Web Design & Development —Freelance & Consulting

## *July 2020 – Current*

* Successfully managed domain name transfers and redirects, utilizing a CDN, while constructing client sites on hosting servers, initializing, and configuring WordPress access, customizing HTML, CSS, and JS to launch small-business websites.
* Collaborated effectively with team and clients to seamlessly integrate design, including images and videos.
* Conduct website audits and continually monitor performance using analytical tools, identify areas for improvement. Improved performance scores by 41%, decreasing total blocking time to 150ms and allowing site to be indexed in half the time.
* Implemented integrated automation to connect WordPress site to CRM, including lead captures, embedded contact forms, calendar with booking capabilities, and custom triggers.
* Effectively built a WordPress e-commerce site with over 1k unique items, syncing inventory across sales channels.
* Simplified React Native mobile app build by modularizing component styles.
* Demonstrated excellent code debugging skills and conducted cross-browser testing to optimize responsive design and improve UI.
* Collaborated on integrating features such as geolocation services via ArcGIS, API services for weather, Google maps, news, and lists, consuming self-hosted JSON content, and custom domain email.
* Developed a React Native mobile app optimized for iOS, enabling users to maintain an indexed list of locations with geolocation tag and image uploads directly from their mobile devices.
* Maintain organized and clean branches with git version control in a Github environment.

## Frontend Developer Internship —San Antonio Regional Hospital

*April – August 2022*

* Significantly reduced page build time from hours to seconds through implementing automated JavaScript solutions that dynamically populate HTML pages with data from a centralized cloud database. The redesigned page subsequently accounted for 10% of total site traffic (115k/month).
* Enhance user experience by streamlining social media bio links through the development and deployment of a link-hub, designed to keep traffic on the root site, thereby improving traffic analytics and SEO ranking.
* Modularized site components to minimize page weight and improve page load speeds.

## Graphic Design —Redwood Design Co.

*2019 – 2020*

* Boosted company’s social media following by 200% through strategic digital marketing on popular platforms.
* Generated online sales by designing and launching e-commerce website.
* Coordinated e-commerce content across social channels to increase audience reach.

## Creative Content Designer—A to Z Photography

Photography, Print & Web

*2010 – 2019*

* Managed WordPress site using CMS and custom HTML.
* Emphasized layout and design in photography through software such as Adobe Photoshop, Illustrator, and InDesign.
* Created and delivered digital content as a service and in collaboration with marketing campaigns.

# EDUCATION

## Brigham Young University Idaho

*Bachelor of Science in Applied Technology*

Major: Web Development & Computer Programming —*Magna Cum Laude*

## Metropolitan State University of Denver

*Bachelor of Science | Media Communications*

# PERSONAL INTERESTS

## Tutoring

*I enjoy teaching and working with newer developers, helping them learn:*

·The basics of object-oriented programming

·Validation of HTML

·File management and version control techniques

·Styling CSS using Grid and Flex

·Translating a design from wireframe to code

·Fine-tuning CSS animations

·How to write async functions for dynamic UX

## Personal Projects

*I stay engaged with personal projects, including:*

·Building Personal component libraries in various languages

·Developing a social-sharing site

·Creating fun CodePens