

# Catherine G. Sibley

Sr. Digital Designer & Front End Developer

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**LinkedIn:** <https://www.linkedin.com/in/catherine-sibley-93677926/>

**GitHub:** <https://github.com/cgsdesign> | **Dev Portfolio:** <https://cgsdesign.github.io/portfolio-cgs>

## Summary

Front end web developer and web designer leveraging 10 years design experience focused on user-intuitive design and innovative brand development. Earned a certificate in Full Stack Web Development from the University of Wisconsin Coding Boot Camp in 2021, and BFA from Washington University in St. Louis in 2011. Innovative problem-solver who is passionate about achieving measurable results. Strengths in creativity, teamwork, adaptability, and building projects from ideation to execution.

## Technical Skills

Languages: HTML, HTML5, CSS3, SCSS, JavaScript ES6+, SQL, NoSQL, Mongo

Applications Plus: GitHub, HubSpot(CMS/CRM), MongoDB

Tools: jQuery, Bootstrap, NodeJS, Mongoose, Express, React, React-Spring

Graphic Design: Adobe InDesign, Photoshop, Illustrator, Sketchup, PowerPoint

## Projects

**Woodland Consulting LLC** | <https://github.com/SMKrizan/WoodlandConsultingLLC> | <https://woodland-consulting.herokuapp.com/>

**Overview:** website for Woodland Consulting LLC, a lighting design firm. Includes an admin portal for easy use by company owner.

**Core responsibilities:** wire framing, front end styling and design for all pages, back end assistance with Mongo schemas.

**Languages:** JavaScript ES6+, CSS3, HTML5

**Tools:** React, Node, Express, MongoDB, React-Spring

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**How2.Help** | <https://github.com/geigea84/how-to-dot-help/pull/> | <https://how-to-dot-help.herokuapp.com/>

**Overview:** website for How2.Help, a non-for-profit that works as a liaison between other non-for-profits and potential volunteers. - *in process*

**Core responsibilities:** wire framing, liaise with How2Help, front end styling and design for homepage and volunteer facing pages, back end routes used on volunteer pages.

**Languages:** JavaScript ES6+, CSS3, HTML5, SQL

**Tools:** JQuery, Node, Express, Handlebars

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**TableTop Rulers** | <https://github.com/cgsdesign/table-top-resource> | <https://cgsdesign.github.io/table-top-resource/>

**Overview:** Dungeons & Dragons one stop shop for everything from rules and resources to world building, dice rolling, and scheduling tools needed for GM play.

**Core responsibilities:** design styling and layout, API hookups for image and video searches, completely conceptualized, and buildout of map page including all functional styling and JS.

**Languages:** JavaScript, CSS3, HTML5, SQL

**Tools:** JQuery

## Relevant Experience

Graphic Design Specialist (Digital)

2019 – Current

Graphic Designer

2017-2019

Accel Entertainment

Chicago, IL

### Summary:

Digital Graphic Design Lead and general Graphic Designer for largest terminal operator in the US. Worked on graphics for partner companies including Speedway, Huck's, and Piggly Wiggly.

### Key Accomplishments:

Print and Web Design:

- Created over 300 web pages + content offers, email marketing templates, e-newsletters, blog images and social media content.
- Developed, tested and troubleshoot page and email templates across multiple browsers, platforms and devices.
- Served as digital design lead during website transition: website saw a **200% increased in page views and content offer clicks within the year.**
- Created over 10,000 print and digital graphics via InDesign, SketchUp, Photoshop, PowerPoint and Illustrator used in over 3,000 locations across Illinois, Georgia, Pennsylvania, and Missouri.

Project Management:

- Engineered and managed Digital Sales Resource Center used to address systemic issues between sales, data, and marketing that reduced sales productivity.
- Collaborated with sales, data, and marketing to create new sales materials and an intuitive, user friendly web-portal.

## Additional Experience

Account Executive

2014-2016

The Design Agency Inc.

Chicago, IL

### Summary:

Oversaw all facets of exhibit management for my clients, including but not limited to: creating proposals, creating exhibit designs, identifying exhibit requirements, understanding client brand, directing exhibit designers, negotiating with clients, CFO, and Estimating Department, pitching, and ensuring build quality.

**Key Accomplishments:**

- Out performed all other Account Executives in new lead generation.

Freelance Artist, Illustrator, and Designer

2011 - Current

**Education****Bootcamp Certificate:University of Wisconsin, Madison, WI**

A 24-week intensive program focused on gaining technical programming skills in HTML5, CSS3, Javascript, jQuery, Bootstrap, NodeJS, MySQL, MongoDB, Express, & ReactJS.

**BFA:Washington University in St. Louis**

Bachelor of Fine Arts, Cum Laude, May 2011, Double Major: Sculpture, History