

# Catherine G. Sibley

Sr. Digital Designer & Front End Developer

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Madison, WI 53711

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**LinkedIn:** <https://www.linkedin.com/in/catherine-sibley-93677926/> | **GitHub:** <https://github.com/cgsdesign>  
| **Portfolio:** <https://cgsdesign.github.io/portfolio/>

## 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: JavaScript ES6+, CSS3, SCSS, HTML5, SQL, NoSQL

Applications: GitHub, MongoDB, HubSpot

Tools: JQuery, Bootstrap, Node, Mongoose, Express, React, Handlebars

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

## Projects

**how2.help** | <https://github.com/geigea84/how-to-dot-help/pull/> | <https://how-to-dot-help.herokuapp.com/>

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

**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

**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 needs 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

### Graphic Designer

Accel Entertainment

2019 – Current

2017-2019

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, and Huck's, and all standard sales presentation contributing to over \$60 million in new client revenue.

#### Key Accomplishments:

Print and Web Design:

- 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.
- Created over 100 web pages + various email templates and content offers.
- Served as digital design lead during website transition: website saw a **200% increased in page views and content offer clicks within the year.**

Project Management:

- Engineered and managed Digital Sales Resource Center used to address systemic issues between sales, data, and marketing that reduced sales productivity.
- Since launch has aided in net acquisition and maintenance of partnerships generating over **\$50 million in YOY total net revenues growth.**

## Additional Experience

### Account Executive

The Design Agency Inc.

2014-2016

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 Identity, Directing Exhibit Designers, Finding Alternative Build Options to Fit Target Budgets, Negotiating with Clients, CFO, and Estimating, Pitching, Ensuring Build Quality.

#### Key Accomplishments:

- Generated over \$350,000 in new client sales and over \$200,000 in repeat customer sales.
- Outperformed all other Account Executives in new lead generation.

### Art Fellow

Eagle Rock School and Professional Development Center(AmeriCorps)

2012-2013

Estes Park, CO

## 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, Node.js, MySQL, NoSQL, MongoDB, Mongoose, Express, & React.

### BFA:Washington University in St. Louis

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