Chris Lane Jones

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Professional Summary:

7+ years of Enterprise CMS platforms: WordPress, Drupal, SiteCore, Fusion, and TerminalFour
7+ years of Web Design and Development with HTML, CSS, and JavaScript
5+ years of UX UI engineering, rapid prototyping, and wireframing in Figma and Sketch
4+ years of WordPress plugin development with Bootstrap, Sass, APIs, ACF, and Composer
4+ years of CD/CI: Git, BitBucket | Platforms: VPS, AWS, GCP, Azure, and Docker
3+ years of Accessibility: WCAG 2.0, ARIA, JAWS, and semantic HTML.
3+ years of Relational Databases: MySQL and Non-Relational Databases: MongoDB
1+ years of AI-Assisted Web Development, React, Open AI / ChatGPT APIs, Auth0, and Tailwind CSS
7+ months of TypeScript, Next.JS, React Three Fiber, Frame Motion, React Spring, Zustand, and Jotai
2+ months of Sentry, Zustand, and Drizzle database

Professional Experience:

Chris Lane Jones   **Oct 2016 - Present**
UX/UI Designer and Developer   Remote

Public Sector clients: VITA (Virginia IT Agency), FDOT (Florida Department of Transportation), USDOT (U.S. Department of Transportation), AIS Network (Public Sector Intermediary)

Private Sector clients: WorldStrides, Yellowstone Landscape, Provision Partners, AZZLY Rize, Fisher Design & Advertising, Strauss Diamond, Engage Marketing, and Elvacomm Logistics Marketing

- Boosted Mobile and Desktop PageSpeed Insights to 100% and increased customer retention by 40%.
- Build websites using React. BootStrap, HTML, CSS, Sass, Tailwind, REST APIs, Auth0, and Docker.
- Build responsive CMS platform websites with WordPress, Drupal, SiteCore, and TerminalFour.
- Design user-centric prototypes and wireframe websites in Figma, Sketch, Adobe XD.
- Modify React Components, or build with WordPress PHP blocks and Advanced Custom Fields (ACF)
- Expand website automation functionality using AI prompts and AI integrations (ChatGPT, Claude)
- Create winning SEO and PPC campaign strategies that increased website traffic and engagement by up to 60% using SEMrush, Ahrefs, wordsmithing SEO meta, and AI Testing
- Report analytics using case studies and design multiple webpage versions for A/B Testing.
- WCAG 2.0 accessibility: keyboard navigation, skip links, ARIA landmarks, & semantic HTML.

Blue Triangle   **Nov 2021 - Jan 2023**
UX/UI Designer and Developer | WordPress Plugin Developer   Richmond, VA

E-commerce-focused SaaS Analytics startup with international partners: Home Depot, Barclays, Lululemon, Equifax, and Kaiser Permanente - +50 employees
- Trained team members to fix responsiveness, page speed bottlenecks, or accessibility issues.
- Engineered the KPI benchmark filter WordPress plugin and increased page viewership by 45%.
- Increased landing page speed by 50% using Google's PageSpeed Insights Mobile/Desktop tool.
- Led the team on the design and development of the new company website during agile sprints.
- Developed Saas Application - WP Codex, Composer, PHP, JavaScript, Tablesorter, Chart.js, & CSS.
- Implemented multiple APIs to display Core Web Vitals results for partners and potential clients.
- Proposed cost-cutting and efficient software alternatives to stakeholders in company-wide meetings.
- Improved sitewide SEO by 55% and scheduled company-wide releases with the marketing team.
- WCAG 2.0 accessibility: keyboard navigation, skip links, ARIA landmarks, & semantic HTML.
- Fixed issues weekly via Jira tickets, and created detailed technical notes in Jira Confluence.

Asponte Technologies   **February 2021 - April 2022**
Lead UX/UI Designer and Developer   *Second* Contract - Remote

Enterprise solutions SaaS company that builds ease-of-use interfaces with HCL Websphere, IBM, and Liferay for their partners Taco Bell and The Habit Burger Grill. - +20 employees
- Lead UX/UI Designer/Developer for Homebase, a SaaS HR intranet solution for HCL WebSphere.
- Designed user-centric prototypes and wireframe apps in Figma and debugged SaaS solutions.
- Implemented an accessible light and dark mode utilizing a CSS variables method.
- Built Bootstrap 4 components: cards, tables, drag-and-drop elements, and hover cards.
- Utilized Git, Adobe XD, CSS3, IBM WebSphere CMS, Wireframes, Figma, and JavaScript ES6.
- WCAG 2.0 accessibility: keyboard navigation, skip links, ARIA landmarks, & semantic HTML.

RS&H   **Sept 2020 - March 2021**
UX/UI Designer and Developer | Search Engine Optimizer   Contract - Remote

An engineering firm with large national projects: NCDOT I-26 Widening CEI Services, NASA Asteroid Curation Facility - +5000 employees
- Maintained many WordPress instances for the engineering company and Florida's Public Sector
- Created SEO strategies and keywords that increased traffic for social media and blog posts by 40%
- Designed and edited HubSpot's automation to engage potential clients and assist existing clients.
- Tested campaigns with HubSpot A/B results and proceeded with the highest ROI components.
- Repaired the company's map plugin by fixing tables in the MySQL database.
- Built responsive landing pages for the Aerospace division.

Asponte Technologies   **May. 2020 - Sept. 2020**
Lead UX/UI Designer and Developer   Contract - Remote

Enterprise solutions SaaS company that builds ease-of-use interfaces with HCL Websphere, IBM, and Liferay for their partners Taco Bell and The Habit Burger Grill. - +20 employees
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Allianz Travel Insurance   **Aug. 2019 - May 2020**
UX/UI Designer and Developer   Contract - Richmond, VA (COVID-19 Layoff)
and Business Team Technical Liaison

Travel insurance wing of one of the largest international insurance companies: American Airlines, Amtrak, StubHub, Ticket Network, Egencia, Vivid Seats, GradGuard, and Vegas.com. - +10,000 Employees
- Led technical communication strategies with major partner stakeholders.
- Oversaw and consulted each development project and updated the business team.
- Designed and migrated insurance offers built with React components into Fusion Core (proprietary).
- Built mockups for FileMaker Pro (PMS) and the project manager that was presented to the partner.
- Discussed Thompson A/B testing results in Agile sprints and created prototypes to combat areas.
- Presented UX/UI designs for future insurance offers monthly at roundtable events.
- Implemented human-centered designs for each partner.
- Utilized Bootstrap 4, Adobe XD, CSS3, Sass, Adobe Illustrator, Fusion Core, Node.js, and JavaScript.
- WCAG 2.0 accessibility: keyboard navigation, skip links, ARIA landmarks, & semantic HTML.

Adecco & Special Counsel   **Sept. 2018 - Nov 2018**
UX/UI Designer and Developer   (Left Job to move to Virginia) - Jacksonville, FL

International staffing and recruiting firm - +10,000 Employees
- Launched landing pages with over 1.5 million yearly views for national events on Sitecore CMS.
- Trained team members on how to be proficient in SEO in WordPress.
- Utilized Bootstrap 3, Git, Adobe XD, Sass, CSS3, Adobe Illustrator, Adobe Photoshop, Figma. Sitecore CMS, WordPress, jQuery (Defunct) and JavaScript.
- WCAG 2.0 accessibility: keyboard navigation, skip links, ARIA landmarks, & semantic HTML

Web.com   **Oct. 2015 - Sept 2018**
UX/UI Designer and Developer | Search Engine Optimizer   Jacksonville, FL

Defunct National Web Company (now Newfold Digital) - +3000 in 2018
Created portfolio-grade websites using frontend responsive technologies: HTML, CSS, and JavaScript.
- Trained and led new designers on the team.
- Ensured that every site was mobile responsive by setting and adjusting breakpoints.
- Streamlined the web editor for easier use by inexperienced agents.
- Built e-commerce sites that were easy for clients to update and trained them on CMS.
- Created winning SEO campaign strategies that increased website traffic and engagement using Web's proprietary software, and wordsmithing SEO meta.

First Baptist Church of Jacksonville   **Aug 2013 - Oct 2015**
Broadcast, Web, and Social Media Video Editor   *Jacksonville, FL*
- Created videos that were watched by 1000+ on social media and 6,000 members in service.
- Advised the team to adopt social media for videos and made videos that promoted the church's Facebook and YouTube.
- Specialized in using Avid Media Composer and Adobe Premiere to edit broadcast TV shows.
- Worked on tight deadlines to upload television shows to the station via FTP.

Volunteering:

Richmond WordPress Meetup Group | Richmond, VA | Jan 2023 - Present
Leader of Richmond's Local WordPress Group

The Point Church (Louisa, Virginia Campus) | Louisa, VA | May 2020 - March 2022
Stage Production Lights Administrator | Volunteer

Education:

University of North Florida   **Graduated August 2013**
Bachelor of Arts with a concentration in Multimedia Journalism & Production   Jacksonville, FL