

Chris Lane Jones

(540) 324-9798 • chrislanejones.com
chrislanejones@gmail.com

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
5+ years of WordPress plugin development with Bootstrap, Sass, APIs, ACF, and Composer
5+ years of CD/CI: Git, BitBucket | Platforms: VPS, AWS, GCP, Azure, and Docker
4+ years of Accessibility: WCAG 2.0, ARIA, JAWS, and semantic HTML.
4+ years of Relational Databases: MySQL and Non-Relational Databases: MongoDB
2+ years integrating AI tools: V0, ChatGPT, Claude, and modern frameworks: React, Next.js
2+ years of TypeScript, React Three Fiber, Motion, React Spring, Remix, and Jotai
1+ year working with middleware tools like Sentry, Zustand, Convex, PostHog, and Drizzle

Professional Experience:

Chris Lane Jones

UX/UI Designer and Developer

Oct 2016 - Present

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, and 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 increase 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

UX/UI Designer and Developer | WordPress Plugin Developer

Nov 2021 - Jan 2023

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
Lead UX/UI Designer and Developer

February 2021 - April 2022
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
UX/UI Designer and Developer | Search Engine Optimizer

Sept 2020 - March 2021
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
Lead UX/UI Designer and Developer

May. 2020 - Sept. 2020
Contract - Remote

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Allianz Travel Insurance
*UX/UI Designer and Developer
and Business Team Technical Liaison*

Aug. 2019 - May 2020
Contract - Richmond, VA (COVID-19 Layoff)

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
UX/UI Designer and Developer

Sept. 2018 - Nov 2018
(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
UX/UI Designer and Developer | Search Engine Optimizer

Oct. 2015 - Sept 2018
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
Broadcast, Web, and Social Media Video Editor

Aug 2013 - Oct 2015
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
Bachelor of Arts with a concentration in Multimedia Journalism & Production

Graduated August 2013
Jacksonville, FL