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

* Lead UX/UI Designer/Developer for Homebase, a SaaS HR intranet solution for HCL WebSphere.
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* 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.

**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