

Christy Presler

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📍 Falls Church, VA

Senior Design Engineer

Driven by an insatiable curiosity about human behavior and a deep understanding of technology, I am a designer who implements engineering best practices and an engineer who delivers impeccable user experiences.

Skills

Engineering

TypeScript
JavaScript
HTML5
CSS
SVG
Git
Animation

React
NextJS
React Native
Figma Plugins
Storybook
FE unit testing
Accessibility

UX Design

Human centered design
Design systems & tokens
Rapid Prototyping
Responsive design
Accessible design
Interaction Design
Data driven design

Figma
Wireframing
User flows
User testing
Adobe Suite

Relevant Experience

2022 - **Nearform (Previously Formidable)** — Remote (USA)

Present **Senior Design Engineer**

- Rapid Prototyping — iterated on ideas from a CEO for new features by researching technical options and producing a functional prototype demonstrating how the feature could be used.
- Design Systems — collaborated with design to upgrade PUMA's design system in Figma to components that more closely mirrored developed capability.
- Actionable Metrics — provided insight into PUMA's design system usage by creating a script to track system components within down stream apps.
- Figma Widget Development — collaborated with a colleague to build the FigLog change tracking widget (~10K users), providing a simple on-canvas option for communicating changes over time in design systems and design files.
- Accessibility — created a design system that enabled an online academic journal platform to revamp their UI to meet accessibility standards and improve UX on a limited timeline.
- Animations — while extending a web feature for use in a client's in-person store experience, I added magic to the shopping experience by animating on-brand confetti into order completion.
- Designing Effective Systems — by extending system usage into CMS workflows and incorporating content team feedback into component upgrades.

2020 - **Upstate Interactive** — Remote (USA)

2022 **Senior Design Technologist**

- Lead — created growth plans and lead code reviews with a team of four developers to ensure that they have what they need to be successful in their roles.
- Ensure projects launch on schedule — converted a late stage React app to NextJs to use the server side rendering capabilities to enable a key application feature.

- Support rapid time to market — built a custom design system that enabled rapid prototyping and a scalable ETH Mainnet launch.
- Optimize UX — created a custom Metamask wallet integration by balancing required custom interactions with supported functionality.

Design Technologist

- Collaborated closely with the client's design team to vet technical feasibility of designs and make adjustments that optimized user experience and project timelines.
- Standardized the styling of an iOS app to optimize user and developer experience by creating and implementing a design system in a NativeScript application.
- Increased application stability by implementing front end unit tests.

2016 - **Raymour & Flanigan** — Syracuse, NY

2020 **Senior User Experience Designer**

- Improved on-site search experience by using restructured data in filters, optimizing for mobile, and implementing data-driven updates to grid card layout.
- Ensured scalable and consistent UX with a responsive design system for the new site.

User Experience Designer

- Streamlined data entry by 70% by working with IT to use a new data management system.
- Decreased null search instances by 64% through integrating Adobe Search & Promote.

2015 - **WCNY Public Media** — Syracuse, NY

2016 **Web Designer/Developer**

- Enabled single sign-on between WCNY and PBS ecosystem via a custom WordPress login integration using OAuth and a PBS API.
- Optimized donation receipt process by 50% via creating a custom email receipt system.

2014 - **Swanson Health Products** — Fargo, ND

2015 **Lead Front-End Web Developer/Designer**

- Improved development by establishing documentation on standards and Git best practices.

Front-End Web Developer/Designer

- Optimized an e-commerce experience by rebuilding the shopping funnel based on user research.

Education & Community Engagement

2019 - **Careers in Code Bootcamp** — Instructor, Mentor, Guest Speaker

2022 Teaching full stack development to groups under-represented in tech in Central NY.

2018 - **Women in Code, Syracuse** — Co-Leader/Instructor

2020 Community classes in Syracuse, NY focused on JavaScript and other technologies.

2010 **Washington University in St. Louis**

Bachelor of Fine Arts