Christy Presler

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📞 978.886.9683

📍 Saint Louis, MO

Senior Design Technologist

With 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

JavaScript	React
TypeScript	NextJS
HTML5	Angular
Sass/CSS3	NativeScript
SVG	Web3.js
Git	Storybook
Agile workflows	FE unit testing

UX Design

Human centered design	Wireframing
Design systems	User flows
Responsive design	User testing
Accessible design	Sketch
Information architecture	InVision
Interaction Design	Figma
Data driven design	Adobe Suite

Relevant Experience

2020 - present

Upstate Interactive — Remote (USA)

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 - 2020

Raymour & Flanigan — Syracuse, NY

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 information entry by 70% and set a scalable data foundation for the new website by overhauling data structures to use a new information management system.
- Reduced "zero search result" instances for on-site search by 64% through adjusting internal product data structures to integrate with Adobe Search & Promote.

2015 - 2016

WCNY Public Media — Syracuse, NY

Web Designer/Developer

- Enabled single sign-on between the WCNY website and the PBS ecosystem by building a custom WordPress login integration that utilized OAuth and a PBS API.
- Decreased resources needed for donation receipts by 50% by creating a custom email receipt system that integrated with the donation payment processing gateway.

2014 - 2015

Swanson Health Products — Fargo, ND

Lead Front-End Web Developer/Designer

- Improved development velocity by 15% by establishing version control best practices utilizing Git with feature based branching and Gitflow processes.
- Lead the on-boarding process by expanding technical documentation to include project standards and styling best practices.

Front-End Web Developer/Designer

- Optimized an enterprise-level e-commerce experience by redesigning and rebuilding marketing pages, search grids, and the checkout process.
- Reduced content-specific development by 70% through integrating a customized CMS for our content creators.

2013

Appalachian Trail — Georgia to Maine

Hiked the 2,186 mile Appalachian Trail in five months by adapting to the constantly changing circumstances and focusing on successfully completing each day's journey.

Education & Community Engagement

2019 - 2022

Careers in Code Bootcamp

Instructor, Mentor, Guest Speaker

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

2018 - 2020

Women in Code, Syracuse

Co-Leader/Instructor

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

2010

Washington University in St. Louis

Bachelor of Fine Arts