

---

# DESARAE A. VEIT

---

## Experience Summary

Senior Web Developer specializing in user experience (UX) and user interface (UI) design. Desarae is responsible for solving complex design and development problems while connecting clients' to their target audience. It is her job to oversee design, development, and strategic direction for projects or campaigns. She has over 14 years of marketing and brand promotion experience; and 10+ years of design and development experience working for clients like Best Buy, Lawry's, P.B.Loco, Premier Mounts, Proctor and Gamble, National Geographic, 3M, Disney, Vogue, The Occasions Group, and Express Handymen.

Desarae graduated from Iowa State University with a major in Art and Design and a minor in Military Science. Prior to her current position, she held positions as a creative director, senior designer, brand manager, and SEO/social media specialist, and consultant. She has worked in a variety of sectors including digital and advertising agencies, military, government, and corporate. Her previous employers include well-known corporations and agencies like Weber Shandwick, Risdall, CDS Global (A Hearst Company), Fallon, Gage Marketing (A Carlson Company), Starbucks, the Des Moines International Airport, Department of Defense, National Defense Academy, and the United States Army. She has led teams in application development, affiliate marketing, strategic development, ecommerce systems, and digital strategy. Her experience working with military and government agencies includes a variety of technologies and development paradigms including those unique to government and enterprise software development, such as CMMI, UK accessibility standards (BSI), and Section 508 compliance.

## Education

- **Bachelor in Art and Design (Minor: Military Science) 6/1/2007** - Iowa State University
- **Associate in Science, Emphasis in Marine Biology, Radio/TV Broadcasting, Aviation Tech 6/1/2004** - DMACC
- **High School Graduate 6/2004** - West Central Valley

## Skills

### Software

- Eclipse
- Apache Tomcat
- Apache Ant
- Maven
- Liferay
- CMS: CMS400, Blogger, WordPress, Joomla, Drupal, Magento
- Prepros

### Other

- Google AdWords Workshop
- Radian6 reputation management software
- Search engine optimization and personal branding
- Radio & Television Broadcasting
- CMMI training

### Programming Languages

- HTML
- CSS
- JavaScript
- SASS
- HAML
- jQuery
- PHP

## Professional Affiliations

AIGA, AMA, MIMA, AD Fed, social media club, Tech Brew, java group, SMBMSP, Silicon Prairie, WAM, Georgettes, Dexter Community Board, The Rock Church Program, Ad Fed 2, Sierra, Brain Co., Hyperstream, Grip Mentoring, Scoliosis Awareness, Big Brothers and Big Sisters, Athletes with Disabilities

## Professional Experience

### *General Dynamics Information Technology West Des Moines, Iowa*

Sr Developer, Web, June 11, 2012 – Present

Desarae has the skills and experience needed to lead in challenging and dynamic environments. She has proven to be a leader with strong collaboration skills with both US and International based resources and customers. Mrs. Veit excels in communicating with customers, with both courtesy and understanding, and the ability to maintain focus on overall project scope, integrity, and success. Create Strategic user interface models through strategic planning, user testing, and process development. Design and program websites based on business requirements. Currently she creates design and UX strategy for multiple applications including stake-holder interface to resolve technical issues involving design, development, and UX testing.

- Communicate with other contractors about design and development deliverables
- Coordinate meetings and lead team discussions prototypes and development projects
- Provide assistance to team, share subject matter knowledge, discuss and research expectations for analyses, and collaborate on business requirements with stakeholders and team
- Responsible for UI development and ensures the projects meet basic and appropriate design standards, 508 compliance, UK accessibility standards, and CMMI compliance
- Knowledge of application development for Medicare and Medicaid quality improvement programs
- Documenting UX/IA/UI processes for team members (includes updating templates, checklists, code review logs and verifying quality assurance checks on completed and documented)
- Serve as a stakeholder interface to ask questions, resolve technical issues, and submit completed results
- Software, skills, platforms, and languages utilized: HTML, CSS3, HAML, Google Analytics, Zimbra, JQUERY, JavaScript, XML, Bootstrap, OBIEE, SASS, Eclipse, Maven, WordPress, Adobe Creative Suite, Visio, CMS Medicare claims data, hospital self-reported warehouse data, Prepros, SnagIt, Microsoft® Office Applications: Excel®, Word, PowerPoint®
- Experience in architecting and delivering Medicaid and Medicare Health Analytics solutions
- Driving initiatives forward to ensure target dates and deliverables are met
- Authoring technical and CMMI level documentation
  - (i.e. UI specification, style guides, training materials, pattern libraries, Information Architecture, Analytics, behavioral flows, user story flows, caste studies, personas, audience demographics)
- Provided technical leadership to produce solutions to fulfill customers' needs
- Assists with strategic direction of internal systems, project proposals, and other web initiatives
- Streamline user workflow with unified strategy, visual consistency, and simplification
- User Experience testing and prototype design
- Experience working on applications for health analytics claims data analyzing Medicare and Medicaid data
- Design and task lead for high profile international projects
- Accountable for development front-end code, wireframes, prototypes, and ongoing design strategy
- Design lead for transitioning data mining projects and the analysis of claims data for provider profiles which involved summarizing diagnoses, procedures, drugs, type of claims and providers, demographic information, and calculation of HEDIS measures

### *CDS Global, a Hearst Company, Des Moines, Iowa*

Consultant UI Designer and Front-end Programmer, July 2011 - May, 2012

Desarae maintained corporate web-sites, internal and public facing. Her responsibilities included the development of new functionality to help enhance existing applications. Responsible for internal (intranet) and public websites of CDS Global, Hearst, and their clients (over 100 major magazine brands). Converted existing static applications to be dynamically driven by

Magento customized enterprise level ecommerce CMS. Provided ongoing support to content creators, account managers, clients; including creative advice and feedback on web content.

- Troubleshooting assistance related to Magento newsletters, Magento WYSIWYG content, branding, and design
- Software and Technology: Dreamweaver, version control systems (Mercurial Eclipse), Adobe Creative Suite Products (Photoshop, Illustrator, Fireworks), Magento CMS, Liferay CMS, Windows XP/Vista/7, PHP, Mac OS X, HTML, CSS3, JavaScript, jQuery, XML, Wordpress, Websphere, Microsoft® Office Applications: Excel®, Word, PowerPoint®
- User interface and newsletter design, QA, and development of Magento and Wordpress websites
- Convert raw images and layout designs into CSS/XHTML themes
- Work closely with other members of the marketing, IT, and sales teams to develop details specification documents with clear project deliverables and timelines, ensure timely completion of deliverables
- Collaborate with stakeholders and project managers to build and refine graphic designs for websites
- Develop innovative, reusable web-based tools
- Optimize content for search engine best practices and accessibility
- Work with stakeholders to organize system elements then build and refine UI for websites, mobile applications and portals
- Prepare technical documentation and system tutorials
- Streamline user workflow with unified strategy, visual consistency, and simplification
- Design user flows to demonstrate how users should move through a system
- User Experience testing and prototype design
- Develop business requirements, training materials, user interface and architectural documentation

#### *Agency Couture, LLC.*

Consultant, October 2009 – September 2012

Execute complex digital solutions: web design, SEO, social media communication, online marketing methodologies, marketing, events, and strategic direction for campaigns. Build full service marketing campaigns that are time and budget conscious.

Reach target audiences from creative strategy, web design, and usability architecture and e-newsletter loyalty programs.

Manage daily client engagements and project teams, as well as third party consultants.

- Extensive project management, vendor management, web design, SEO, social media, strategy, programming, budget analysis, accounting and business management
- Develop project strategy and support the programming, design, management and maintenance services
- Implement training programs, prepare timelines, and maintain budgets
- Maintain management operations including accounting, advertising, staff training, and business development
- Provided technical leadership on large corporate wide projects
- Architect of web applications that support critical business processes
- Monitor and implement trends in social media, SEM advertising, reputation management, vendor relations, tools, and search engine optimization (SEO) metrics
- Software & Code: MySQL, WordPress, Go Daddy, Drupal, Joomla, Blogger, Media Temple, Rackspace, CSS/HTML, CODA, multiple wiki platforms, Adobe Suite, Wordpress plugin using PHP, AJAX, JQuery and JavaScript, Reputation HQ, FBML customization, blogging

#### *Gage Marketing, Golden Valley, Minnesota*

Design Intern, 2007-2008

- Develop production art for multiple clients using Adobe Illustrator and Photoshop
- Design promotional CDs using HTML, CSS, and Flash
- Create website on CMS400 using HTML, CSS, and PHP
- Newsletter campaigns and database management
- Write detailed specification documents with clear project deliverables and timelines.

## *ISU Army ROTC, Ames, Iowa*

*Teacher's Assistant, 2004-2007*

Assisted lead instructors and cadet commander for five semesters while taking undergraduate courses at ISU.

## *MyFreeEstimates.com, Eagan, Minnesota*

Designer, Account Executive, Affiliate Management, SEO, June 2007 – January 2008

Originally hired as an account executive, Desarae was quickly promoted to lead creative director. MyFreeEstimates.com is a nationwide internet based lead generation company for contractors. While at MFE, Desarae managed the over 100 affiliates, created e-newsletters on loyalty programs, expanded and managed multiple web site remodels, creative direction, and national marketing campaigns. Daily tasks included creating e-newsletters on loyalty programs, designing web pages, branding, affiliate management, and SEO. Launched and managed \$10,000/month six month campaign to increase visibility with a profitability of client *retainment* by 37%. Cross platform campaign showed a 45% site traffic increase and 12% in new business growth. While at MFE, Desarae managed over 100 affiliates, created e-newsletters on loyalty programs, expanded & managed web site remodel, creative direction, and national marketing campaigns.

- Managed multiple cross-platform campaigns using A/B testing, user research and SEO.
- Developed and leveraged various partner relations for affiliate marketing campaigns (i.e. Double Click and CJ).
- Creative lead for multiple websites, banners, national marketing campaigns, loyalty programs, and newsletters using HTML, CSS, Drupal, Joomla, WordPress, wire frames, and PHP.

## *US Marketing and Promotions and TEAM ENT, Traveling Position*

Brand Representative, January 2001-July 2011

Promotional Brand Representative for clients like Proctor & Gamble, Coke, Pepsi, General Mills, and Unilever. Present and demonstrate new products to potential consumers with emphasis on sales, prepare/set up display(s) for clients. Travel to business and establish client relations, assist with event marketing, setup, and promotions. Created promotional material, designs, banners, vendor contacts, and managed social media outreach.

## *Risdall Marketing Group, MN*

Interactive Art Director/Search Expert, January 2008-March 2008

Responsible for SEO/SEM marketing and research; analyzed keyword terms and content for websites, marketing, PPC, CPC, and CPA. Implement keywords in paid search, optimized shopping feeds. Consistently delivered on-time and under-budget search engine marketing, optimization, web development and design projects. Introduced new technology, to "old school" advertising methodologies for small business SEO, web design and social media clients. In many cases, resulted in revolutionizing how clients executed their marketing campaigns to increase visibility and project efficiency.

- Created presentations with quarterly results of mortality studies
- Enhanced tracking procedures including documentation that helped streamline processes
- Web Design
- SEO
- Brand Reputation Management
- Marketing Communications & Research
- Banner, Print, Radio, Television, and Outdoor Advertising
- Email Marketing
- Click Fraud Monitoring

Full list of skills and experience at [www.linkedin.com/in/desarae](http://www.linkedin.com/in/desarae)

Blogs at [www.DesaraeVeit.com](http://www.DesaraeVeit.com)