

# Lara Alexander

## Software Developer

Creative, detail-oriented, software developer with a deep interest in automation. Experienced in efficient product delivery and working with customers and teams across 45 states. Looking to bring my skills to a tech company that values innovation and collaboration.

## EXPERIENCE

### Web Designer and Developer at Grand Living January 2024 — Present

- Improved performance, accessibility and responsiveness of the company website.
- Developed a swift landing page system, reducing creation time by more than 50%, while upholding brand consistency.
- Achieved 100% reduction in 404s and PHP errors by eliminating unused code, refactoring existing code and implementing 301 redirects.
- Wrote documentation, teaching teammates with non-technical backgrounds how to make updates to the company website.

### Freelance Illustrator and Web Developer July 2018 — December 2023

- Worked with clients to bring their creative visions to life through illustration.
- Delivering products under tight deadlines while maintaining a high level of quality.
- Created websites for small businesses, strengthening their online presence and allowing them to increase their revenue through online sales.

### Manager of Logistics at Brightside Express LLC May 2021 — January 2023

- Owned and operated a trucking company, delivering freight across the country.
- Maintained expense sheets and managed a log of trips spanning 100,000+ miles.
- Coordinated freight with brokers across 45 states during the pandemic in order to ensure shelves remained stocked with essential items.
- Decreased annual fuel expenses by almost \$5000 through budgeting, leveraging fuel cost-saving programs and negotiating fuel surcharge with shippers.

### Armed Forces July 2014 — July 2018

- Led teams of 10-50 soldiers through field missions.
- Organized staff and equipment into different training platoons involving thousands of recruits in the country's largest infantry training center.
- Maintained high levels of morale within the unit by leading team activities and cultivating a supportive team environment where all voices were heard.

## VOLUNTEERING

### Full-Stack Developer at Grundo's Cafe March 2023 — Present

- Developing and maintaining administrative tools for developer and artist staff of this classic recreation of the popular childhood game, Neopets.
- Enhanced the manual process of uploading assets for new features by automating tasks, reducing the time needed to release features by over 80%.

### Director of Web Development at FemArt Gallery April 2024 — Present

- Developed a new, accessible and SEO-optimized website for the organization.
- Participating in monthly board meetings and assisting with technical needs.

## CONTACT

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## SKILLS

React

JavaScript

TypeScript

Next.js

Node

Python

Django

MongoDB

PostgreSQL

HTML

CSS

PHP

WordPress

Web Accessibility

Photoshop

Illustrator

Figma

## EDUCATION

### Royal Military College

Bachelor's Degree