

# April Dockery

## **UX/UI Designer | Specializing in Front-End Development**

Stone Mountain, GA

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616-589-6911

My digital marketing and graphic design skills bridged my transition into UX/UI development. My current focus is building my front-end development skills with a startup in the renewable energy sector. Whether working on a coding-specific project alone or brainstorming with the marketing team, I can provide both creative and tech support.

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe XD  
HTML | CSS | JavaScript | React | RESTful APIs | Ruby on Rails | Liquid  
Salesforce Marketing Cloud | Mailchimp | Klaviyo

## Work Experience

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### **Shopify Developer**

OUDDIENCE Branding Co. - Stone Mountain, GA

April 2015 to Present

- Shopify Partner for 5 years with 10+ stores built
- Proficiency and passion for UX/UI concepts and graphic design
- Technology experience of 1+ years with HTML | CSS | Javascript | Bootstrap | React | Ruby on Rails | Liquid
- 3+ years digital marketing experience with Klaviyo | Mailchimp | Salesforce Marketing Cloud
- Expert with Adobe Photoshop | Illustrator | InDesign
- Assist clients with brainstorming, marketing, and advertising concepts via Facebook and Google ads

### **Communications Project Coordinator**

Xtend - Grand Rapids, MI

January 2020 to August 2020

- Created and managed multi-channel marketing campaigns for a network of 80+ credit unions
- Built custom target audiences using data mining with proprietary software built on IBM's structured query language (SQL)
- 146 loans booked with over \$1.5 million in loan revenue in Q1 2020
- 20 new credit card approvals and 31 balance transfers resulting in \$76,250 in targeted loans and \$91,336.44 in balance transfers within 14 days of a campaign ending within just one credit union
- Promoted to a leadership role within the first 90 days

### **Lifestyle Photographer**

Shutterstock Custom (formerly Flashstock) - Remote

December 2015 to June 2018

- Provided art direction/photoshoots for custom content for 50+ big-name brands for Facebook and Instagram campaigns

- Brands included: Samsung | Budweiser | Deloitte | The Rockettes | Velveeta & Rotel

### **Art Educator**

Freelance - Michigan

January 2010 to December 2015

- Facilitate one-on-one and group art classes for afterschool programs throughout the Grand Rapids and metro Detroit school systems

## Education

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### **Associate in Multi-Age Education (Art Emphasis)**

Owens Community College - Perrysburg, OH

2009

### **Diploma**

Central High School - Grand Rapids, MI

2002

## Links

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<https://aprildockery.netlify.app/>

<https://github.com/dockeryapril>

<https://www.behance.net/aprildockery>

<https://www.linkedin.com/in/april-dockery-214a8159/>

## Certifications and Licenses

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### **The Complete Web Developer in 2022: Zero to Mastery**

December 2020 to Present