

Feld Giesy

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Work Experience

UX/UI Lead, Bixal, 2017-present

- Oversees UX and creative teams to ensure smooth project completion
- Works with UX and creative team to investigate and test new tools, processes and mindsets to ensure best practices and modern design/development trends are followed
- Performs reviews and consistent 1-1 feedback meetings for UX and creative team members to ensure a constructive and effective learning environment
- Continues UX/UI project work as below

UX/UI Developer, Bixal, 2017-2017

- Uses development background to inform design decisions for best user experience
- Creates low, medium, and hi-fidelity wireframes and mockups using Sketch and InVision, working closely with the design and development team
- Creates clickable prototypes using InVision to allow internal and external stakeholders the opportunity to interact with products
- Interacts closely with clients and stakeholders to drill down needs and identify pain points
- Leads user research activities including card sorting, focus groups, sketching sessions, and click/AB testing
- Uses user research data to create user personas, journeys, goal mapping, sitemaps, and other UX deliverables
- Performs content audits and provides content recommendations from a UX perspective
- Uses tools like Google Analytics, Screaming Frog, Scrutiny, Moz, and others to perform SEO audits and provide SEO and KPI recommendations

Developer, Bixal, 2016-2017

- Continues job responsibilities as listed below, using modern technologies including Drupal 8 and Javascript frameworks

Major Accomplishment: UX/Frontend Development for DoD's Commissaries.com redesign, commissaries.com

- Worked closely with designer and product owner to completely rebrand, rebuild, and re-theme the DeCA Commissaries website
- Created custom theme and scripting to align with DoD guidelines for both design and code security
- Worked closely with DoD/DeCA to ensure development matched their vision and the

needs of their users

Developer, 4Site Studios, 2014-2016

- Develops responsive themes for WordPress and Drupal 7 websites using PHP, Sass (CSS preprocessor), JavaScript/jQuery, and the Singularity grid system
- Selects and configures Drupal modules and WordPress plugins to achieve required functionality
- Performs sitebuilding using the Views and Context modules as needed, as well as planning and creating content types and post types based on reviews of current websites
- Creates custom modules as needed, including content migration scripts using the Migrate module
- Performs quality assurance to ensure efficient development, accurate migration, and fulfillment of project requirements
- Conducts both functionality and compatibility testing against specific browsers and devices, including Android devices, iPhone, and iPad
- Provides in-depth feedback on content, user experience, and design at every stage of the web lifecycle, including sitemaps, wireframes, and comps
- Conducts tailored Drupal and WordPress trainings for clients on managing websites
- Forges close client relationships by matching technical approach to client needs and bringing a detailed understanding of client requirements and goals to each project
- Forecasts level of effort and timeline for potential projects to assist with proposal planning

Major Accomplishment: UX/Frontend Development for 4Site Studios Drupal 8 redesign, 4sitestudios.com

- Launched a Drupal 8 site, using modules that were available
- Wrote custom blocks and views in code, to extend and achieve desired functionality
- Developed responsive HTML5 and CSS3 theme from scratch
- Worked closely with company president to develop a product that represented his brand vision

Major Accomplishment: Frontend Development for Netgain Partnership, netgainpartnership.org

- Developed responsive HTML5 and CSS3 theme
- Used blank theme to stylize a brochure site from scratch
- Created designed site on-time and well under budget

Web Producer, 4Site Studios, 2013-2014

- Performed content entry for Drupal websites to support content migrations
- Used HTML and CSS classes to ensure content was formatted appropriately and reported emerging content needs to designers and frontend developers
- Configured content types to support clients' existing content
- Conducted content audits to identify content gaps and lay the groundwork for an

updated, more intuitive information architecture

Relevant Skills

- Web: Drupal, WordPress, PHP/Twig, JavaScript, jQuery, CSS3, Sass, Gulp, HTML
- Software: Drush, Git, Adobe Creative Suite including Photoshop, Sketch, Figma, InVision/InVision DSM

Qualifications

- Excellent written and verbal communication skills, experience with client intakes, website demos, and training
- Superb quality control, planning, and time management skills
- Aptitude for working in a team environment or on an individual basis

Education

B.A. in English, Linguistics, and Speech, University of Mary Washington, Fredericksburg VA, 2007