Haydn Kerr

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Education

University of Connecticut Class of 24'
Bachelor of Fine Arts in Digital Media and Design GPA 3.92/4
Babbidge Scholar - 21 | New England Scholar - 22, 23 | Dean's List - Fall & Spring 21, 22, 23

Skills

Developer: HTML, CSS, Javascript, Python, Frontend Frameworks (React, JQuery, Bootstrap, SASS, three.JS), VScode, Github, CMS (Webflow, Wordpress), version control, responsiveness, debugging, user experience, web performance.
Designer: Adobe Suite, User Research, Wire Framing, mockups, prototyping, SEO, Painting, Drawing.

Experience

Stepping Stones Museum for Children, South Norwalk, CT
Frontend Developer & UI/UX Designer   **June 2024 - Present**
- **Optimized website performance** by increasing SEO scores from 88% to 95% and boosting organic traffic by 34%, enhancing visibility and user engagement.
- **Redesigned and launched a modern, streamlined website** with over 20 pages, improving user experience, reducing unnecessary elements, and aligning with brand objectives.
- **Developed a cohesive style guide** to standardize design elements across the website, ensuring brand consistency and improving user experience while collaborating with multiple, separate departments.
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Digital Experience Group, Storrs, CT
Frontend Developer & UI/UX Designer   **April 2022 - June 2024**
- **Designed and delivered websites and applications** in an agile environment for a diverse range of clients, including internal and external stakeholders at the University of Connecticut.
- **Led the development of three dedicated websites** as Project Manager, highlighting the history of Puerto Rican politics. This included creating a comprehensive database of over 200 historical documents, improving accessibility and enhancing research capabilities for users.
- **Translated client requirements into engaging and functional interfaces** using HTML, CSS, and JavaScript, while collaborating with backend teams to ensure seamless integration, accessibility, and responsiveness across platforms.
- **Conducted rigorous testing, troubleshooting, and debugging** to uphold high standards of code quality and accessibility, consistently meeting project timelines and delivering tailored solutions.
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Nutmeg Publishing, Storrs, CT
Lead Designer   **July 2021 - June 2024**
- **Designed visually engaging layouts, graphics, and illustrations** for university publications, aligning visual elements with content themes to create cohesive and compelling materials.
- **Collaborated with cross-functional teams,** including editors and photographers, to ensure accurate and effective representation of the university experience while adhering to established style guides.
- **Served as Lead Designer,** managing a team of 4-5 Junior Designers, providing constructive feedback, and fostering a collaborative, innovative environment that consistently delivered high-quality design solutions.

Personal Projects
Miracles For Satos Rescue
- **Spearheaded a complete website redesign** for an Animal Rescue nonprofit organization, achieving a 55% increase in unique visitors and a 41% growth in site sessions. Enhanced user engagement, leading to a 203% increase in average session duration and over 3000% surge in contact form submissions.