haylee mclemore

Web Designer/ Full- Stack Developer

contact

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education

Full-Stack Developer Bootcamp
Vanderbilt University
2020-present

A 24-week intensive boot camp program focused on gaining technical programming and market-driven skills in HTML5, CSS3, JavaScript, jQuery, Bootstrap, Express.js, React.js, Node.js, Database Theory, MongoDB, MySQL.

B.S. Information Technology and Graphic Media
Trevecca Nazarene University
2014-2016

B.S. Graphic Communications
Clemson University
2012-2014

Skills

Languages : HTML, CSS, JavaScript, jQuery, Bootstrap, Express.js, React.js, Node.js, Database Theory, MongoDB, MySQL, Command Line, Git

Tools & Software: InVision, Wordpress, Marketo, Unbounce, Jira, GitHub, Postman, Adobe Creative Suite, Sketch, Adobe XD

Quick learner | Organized | Quality Driven | Detail-oriented | Motivated | Dependable | Problem Solver

experience

Ramsey Solutions ELP Designer (contract)
02/2020 - Present | Nashville, TN

Visual design support for B2B Marketing and Product teams.

- Designing and maintaining marketing email creative, including but not limited to: blog and social graphics, paid media campaign design, print materials, digital web design and other graphic design services
- Face-lifted two B2B paid media campaigns that doubled in performance of prior campaigns within a 48-hr period

Speak Creative Web Designer & Front-End Developer
06/2019 - 02/2020 | Nashville, TN

- Planning site designs, functionality and navigation, building wireframes and prototypes converted into functional and responsive digital products
- Improved the mobile experience for clients by 15%
- Successfully taking multiple design projects from concept to execution
- Commonly spearheaded 4+ projects at one time
- Craft Angular components and services with an eye for modularity
- Completed first site build after 6 months, having minimal prior development experience
- Tools and applications used mostly HTML, CSS, Javascript, Wordpress, Buddy, Liquid Template Markup

cj Advertising Web Designer & Front-End Developer
02/2017 - 03/2019 | Nashville, TN

- Creating high-fidelity mockups of web pages for all digital platforms, touching up photography for clients, designing landing pages, emails, and email graphics
- Expanding skill set of UI/UX design and digital marketing campaign design
- Commonly handling 5+ projects at any given time, working under quick turn-arounds in an agency setting
- Promoted from Interactive Print Designer to Web Designer after the first 6 months
- Kick-started the user-interface design of an internal modular library for web clients
- Responsible for all UI/UX design of new/retainer web clients prior to onboarding of new team members

C.R. Gibson Production/ Catalog Designer (contract)
2016 - 03/2019 | Nashville, TN

- Working primarily in InDesign and Photoshop, creating layouts for print, editing product photography
- Working with Creative Director to revise and perfect catalog for print
- Successfully produced two annual catalogues and one seasonal catalog by the end of 6 month contract
- Assisted Creative Director in staging and styling photoshoots