DEENIE WALLACE

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FRONT END WEB DEVELOPER + CREATIVE TECHNOLOGIST

- Building dynamic front-end solutions for CMS and JavaScript websites working both independently and as part of remote distributed teams.
- Skilled in modern languages and libraries; working with JS, PHP, CSS/Sass, and React.
- Self-taught digital marketer skilled at integrating eCommerce platforms and leveraging social media to facilitate and grow product sales.
- 2020 *#InvestingInYou* scholarship recipient and volunteer mentor, Portland Women In Tech.

> ACHIEVEMENT SPOTLIGHT: GOOGLE DEVELOPER SCHOLARSHIP PROGRAM (2018)
> Awarded a Grow with Google scholarship to complete 3-month Udacity
> "challenge" course in front-end web development
> Ranked in top 10% of scholarship-funded learners across the U.S.
> Received additional 6-month scholarship to complete
> Udacity nanodegree program in Front End Web Development

TECHNICAL

CMS: WordPress, Drupal, Shopify, Squarespace, Wix
LANGUAGES & LIBRARIES: JavaScript, ES5/ES6, PHP, HTML, CSS/Scss, Tailwind, JQuery, React.JS, Next.JS
TOOLS: Git/Github, Webpack, NPM/Yarn, Gulp/Composer, Lando/Docker, WooCommerce, Pantheon/Acquia, Jira, Photoshop, InVision
3D Generalist: Blender 3D and Unity

SKILLS

Responsive Design
API Integration & Extension
eCommerce
POD Product Design
Agile Methodologies
Customer Service
Custom Site Building

PROFESSIONAL EXPERIENCE

Independent Web Developer, Portland, OR, Nov. 2020–Present

- WordPress site updates and page builds with Devi for Co-Own-Co. Included custom sidebar menu and hamburger icon using CSS/JS.
- WordPress site buildout for Shovel Ready Sites including custom updates with CSS, plugin development updates, and an embedded map.
- Designed Urban Art Hike event page for the Gallery Go Go with Wix. Included copywriting, embedded map, accessibility updates, and a custom 3D text graphic designed with Blender.
- Squarespace site support and page updates for a professional artist's project and portfolio sites.

Associate Developer, Front-end Experience Team, U.Group, Portland, OR/Remote, Jul. 2019–Nov. 2020

- Key contributor to buildout of the U.Group corporate Services and Solutions pages; created custom PHP templates in WordPress that included Sass/CSS updates following InVision mockups.
- Maintained Drupal and WordPress websites for clients including Cambia Health, Aveda, and U.S. Chamber of Commerce Foundation.

- + Built and customized page layouts and navigation, created content types, and performed code reviews.
  - + Modified themes and implemented feature enhancements.
  - + Assisted with site configuration, migration, and testing.
  - + Implemented views, taxonomies, and references.
  - + Efficiently investigated, diagnosed, and resolved production issues and recommended workaround options to team members and clients.
  - + Met with clients when needed to explain and translate technical concepts.
- Helped a client grow its follower base by installing a newsletter sign-up feature and supporting module configuration; performed DevOps tasks including PHP updates to customize auto-generated replies.
- Joined nascent internal Diversity, Equity & Inclusion (DEI) group to learn and help propagate proven and promising practices throughout the company. Coordinated and facilitated a virtual guest speaker event series featuring notable DEI experts.
- Collaborated with team members to establish web architectural standards.

WEB DEVELOPMENT + DESIGN + ART DIRECTION + E-COMMERCE HIGHLIGHTS

Web Developer & Consultant, Iteration Gallery, Portland, OR, Oct. 2017–2022
- Set up initial WordPress site with WooCommerce plugin. Provided store management, art direction, image curation, and guidance on social media account setup and marketing strategy.
- Migrated site to Shopify and integrated third-party APIs for managing print-on-demand product publishing and sales management.
- Generated artwork using p5.js scripts. Updated script designs and included color palettes to create a library of images for products made through Art Of Where and Printify.
- Designed site navigation flow and shop sections. Built header menu with featured product areas.

Artist Solopreneur, Jubilant Glass & Art and Deenie Wallace Contemporary Art, 2003–2017
- Leveraged tech savvy, curiosity, and work ethic to establish myself as a successful artist solopreneur featured in popular blogs and newspapers including *MyModernMetSelects* (2016), *SoSuperAwesome* (2016), and *The Oregonian* (2011).
- Promoted and sold thousands of my own creations via eBay, Etsy, WordPress, and regional art shows and events; integrated EtsyAPI shortcodes and designed two WordPress sites extending WooCommerce plugins, site management, and theme updates.
- Conceptualized and implemented brand and social media content strategy to drive traffic to eCommerce sites.
- Increased YOY sales by 56% in 2015 and shop views by 57% in 2016.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT
- Complete WordPress Theme & Development Certification, Udemy, 2020
- Front End Development Nanodegree, Web Development, Udacity, 2018

EDUCATION
- Bachelor of Fine Arts (BFA), Pacific Northwest College of Art, Portland, OR