Julienne Ablay

Royal Oak, MI • (719) 231-6630 • julienne.ablay@gmail.com • linkedin.com/in/jablay •

Experienced frontend software engineer seeking a creative development & UX/UI position. Ability to adapt and acclimate to multiple projects. Excels in visual & code-based problem solving, with a desire to create accessible and immersive user experiences and designs.

Professional Development

American Greetings

Software Engineer 2   **2022 - Present**

- Pushing accessibility initiatives for over 40+ digital greetings, creating timelines and requirements to update and convert old products to an accessible version.
- Advising developers, artists, and business owners in accessible product design decisions based on WCAG guidelines
- Developing new digital greetings using Vue.js

Technical Lead of Digital Ecards   **2020 - Present**

- Led the production of over 40 digital greetings, from Creative asset conversion to the final digital ecard build and deployment process.
- Interviewed, hired, and mentored interns & new hires throughout the year to produce and deploy live products.

Software Engineer 1, Technical Artist   **2017 - 2020**

- Utilized 2d animation frameworks to create various games like Hidden Object, Spot the Difference, and other interactive experiences.
- Assisted in the production of an in-house digital greeting library and template to simplify our SDLC.
- Communicated closely with artists to convert assets into spritesheets for 2d interactive greetings with optimization in mind
- Created a furniture customization and purchase system for the Jacquie Lawson Curio Collection, a 2d digital experience with videos, games, and interactive rooms.
- Mentored and managed interns and the Intern Hackday during the Summer.

Associate Software Engineer   **2015-2017**

- Researched AR and VR technology as a potential product for digital greetings
- Developed expressive digital greetings with flash, javascript, and 2d and 3d animation frameworks.

Technical Skills & Software

- Pixi.js
- Three.js
- Create.js
- HTML/CSS
- Javascript
- Typescript
- Vue.js
- Adobe Creative Suite
- Texturepacker
- VSCode

Volunteer Work

Volunteer-run anthologies and print media

Lead Coordinator   2018, 2020

- Headed 2 anthologies for print, handling layout, social media, finance, and merchandise distribution along with other co-leads
- Coordinated with more than 30 artists and writers to contribute to the anthologies
- Managed contributor work under deadlines from preorder dates to distribution dates
- Handled emergency scenarios with contributor or merchandise issues

Print Layout Editor   2018, 2020, 2022

- Headed the primary outlining, planning, and designing of print media layouts for artwork, short stories, and recipes for 4 anthologies using Adobe InDesign
- Worked with at least 30 artists and writers on content to ensure the most optimal view of their work in print media.
- Edited copy of short stories and recipes as needed throughout development process
- Created two types of print anthology for US and international distribution

Finance and Distribution Coordinator   2018, 2020

- Coordinated the distribution process of print media and physical merchandise, ensuring cost-effectiveness and timely solutions under preset deadlines
- Handled financing of preorder sales of print/web anthology and physical merchandise
- Packaged print media and merchandised and handled shipments to several domestic and international buyers.
- Acted as the primary customer service rep to ensure quick resolutions during the distribution process

Art Contributor   2018 - 2020

- Created artworks under specific deadlines for 5 anthology projects using Adobe Photoshop and Clip Studio Paint

Convention Volunteer Work

Tora-Con Convention Staff   2015 - 2020

- Worked with other artists and PR persons within the Social Media team, creating specific artwork under post deadlines
- As Media Manager in 2015, handled the creation of conbooks and other print media under deadlines and estimated budget
- Acted as floor volunteer throughout various years, handling Artist Alley, Events, and main staff responsibilities
- Ran as MC for Singing Contest, crafting media and handling audio for contestants
- Created tooling to accelerate ID badge production with printed names

Education

Rochester Institute of Technology
B.S New Media Interactive Development, Minor in Media Studies