



**KASEY L. LABELLE**  
WEB DEVELOPMENT  
GRAPHIC & WEB DESIGN

**PROFESSIONAL  
EXPERIENCE**

**Lead Web Front End Developer, Global Digital Marketing · Boston Scientific · 09/2020 - Present**  
Build inclusive components and templates used across Boston Scientific's corporate website and microsites. Collaborate with multi-functional partners across the organization in order to evolve the user experience. Author and maintain front end code standards and documentation, establish a front end code review process, and identify areas for optimization.

**Designer, Developer, Project Manager · KLL · 05/2010 - Present**  
Manage projects from concept to completion. Quickly assemble fluid teams of trusted colleagues when appropriate. Design and develop identity systems, print and digital materials, promotional items, and websites. Create and assemble personalized invitations, announcements, and favors. Prepare files for print production.

**Senior UX Front End Developer · Epsilon · 10/2018 - 09/2020**  
Collaborate cross-product, -team, -discipline, and -location, and bridge the gap between design and technical implementation. Inspire teammates to think differently in order to improve the user experience for all users. Prioritize UX Development work for the UX and product teams. Build Epsilon's component library from the ground up. Rearchitect and refactor front end code across the product suite to comply with web standards and improve the UX, the UI, accessibility, maintainability, and performance. Initiated conversations about unifying tech stack and architecture across the product suite. Led multiple major product rebuilds. Reduced external styles from 25,000+ lines of code to 2,400 lines of code after rebuilding the front end of a legacy application, resulting in a maintainable and consistent UX and UI. Defined and documented front end code standards, acceptance criteria, and definition of done. Trained product teams on writing WCAG-compliant, scalable, maintainable front end code. Established process for front end code review. Worked with product teams to configure and integrate automated code quality tools. Curated front end development resources and created a series of UX Development webinars. Developed and documented a hiring process for UX Front End Developers and Interns that led to high-performing new hires in Boston and India.

**Senior Software Engineer · Vistaprint · 04/2014 - 09/2018**  
Developed highly configurable, responsive pages and components that work seamlessly on all supported browsers across 20+ localized Vistaprint websites. Curated and led trainings on responsive design and front end web technologies. Mentored junior front end developers. Developed a micro frontend using React and SCSS to enable rapid UI experimentation. Utilized and contributed to the Vistaprint UI Library. Member of the Vistaprint Customer Experience Design Community. Promoted from Web Designer and Developer to Senior Front End Developer in February 2015, and from Senior Front End Developer to Senior Software Engineer in May 2016.

**Graphic Designer · JLL · 04/2012 - 03/2014**  
Created print and digital materials including logos, brochure systems, email campaigns, signage, websites, and new business pitch materials. Trained designers and operations team on brand standards, company best practices, content management system, and writing basic HTML.

**Graphic and Web Designer · Raskin Resources · 12/2008 - 09/2010**  
Initiated redesign of identity system and website. Designed business cards, flyers, newsletters, and print and web advertisements. Trained employees to create and update content.

**SPEAKING  
EXPERIENCE**

**Speaker, The Impact of Accessibility, Digital Design Connect · Venture Café Providence · 02/2020**  
**Panelist, Lesbians Who Tech Roundtable · Wentworth Institute of Technology WITa · 11/2018**  
**Moderator, Out Leadership Panel · Lesbians Who Tech Boston · 11/2017**  
**Panelist, Step Up and Be a Leader · ACT-W Boston · 07/2017**  
**Panelist, Women in Careers Meet and Greet · Grafton High School · 01/2017**



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COMMUNITY  
ENGAGEMENT

City Director, Boston Chapter · Lesbians Who Tech · 03/2017 - Present  
Volunteer · Out in Tech Digital Corps · 06/2020  
Organizational Committee Lead, Pride ERG · Cimpres & Vistaprint · 03/2017 - 09/2018  
Creative Committee Lead, Women In Technology ERG · Cimpres & Vistaprint · 01/2016 - 09/2018  
Operational Member, Inclusion ERG · Cimpres & Vistaprint · 03/2018 - 09/2018

EDUCATION  
& TRAINING

Deque University · Web Accessibility · 09/2019 - Present  
O'Reilly · Thinking Like a Manager · 2019  
Thinkful · Full Stack Flexible · 2018  
Sitecore® · Sitecore® XP 8.0 Professional Developer Certification · 2015  
Edward Tufte · Presenting Data and Information · 2014  
American Graphics Institute · JavaScript · 2013  
Future Media Concepts · HTML5 and CSS3 · 2013  
American Graphics Institute · HTML Email Design · 2012  
Salve Regina University · B.A. in Studio Arts with a concentration in Graphic Design · 2010

TECH STACK  
& TOOLS

HTML, CSS, SCSS, Less, jQuery, JavaScript, UI, UX, responsive design and development, accessibility, Angular, React, Razor, C#, ASP.NET MVC, npm, Redux, Node.js, Express, Sitecore, MySQL, MongoDB, RESTful APIs, Mocha, Chai, Selenium, NUnit, Git, Subversion, GitHub, Bitbucket, VSTS, Heroku, Travis CI, Jenkins, Terminal, Powershell, Command Prompt, GitBash, Agile, Kanban, Scrum, Adobe CS3-CC: InDesign, Illustrator, Photoshop, Sketch, Zeplin, Invision

CONTACT  
INFORMATION

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