



KASEY L. LABELLE  
WEB DEVELOPMENT  
GRAPHIC & WEB DESIGN

## PROFESSIONAL EXPERIENCE

### Senior UX Front End Developer · Epsilon · 10/2018 - Present

Collaborate cross-product, -team, -discipline, and -location, and bridge the gap between user interface design and technical implementation. Build Epsilon's style guide from the ground up. Led two major product rebuilds. Refactored front end code across Epsilon's product suite to comply with web standards and improve the UX, the UI, accessibility, maintainability, and performance. Worked with product teams to select and integrate automated code quality tools. Defined and documented front end code standards. Established process for front end code review. Curated the UX Development webinar series. Developed and documented a hiring process for UX Front End Developers that led to high-performing new hires in Boston and India.

### Founder, Designer, Developer · KLL · 05/2010 - Present

Design and develop identity systems, print and digital materials, promotional items, and websites. Create personalized invitations and announcements. Prepare files for print production.

### 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.

## 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

### Founding Member, Inclusion ERG · Cimpres & Vistaprint · 03/2018 - 09/2018

## 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

## EDUCATION & TRAINING

### ThinkBIG.LearnSmart · Web Accessibility, WCAG 2.0, and Section 508 Compliance · 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, Adobe CS3-CC: InDesign, Illustrator, Photoshop, Sketch

## CONTACT INFORMATION

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