



KASEY L. LABELLE
GRAPHIC DESIGN
& WEB DEVELOPMENT

EDUCATION

Thinkful · Full Stack Flexible · 04/2018
Sitecore® · Sitecore® XP 8.0 Professional Developer Certification · 07/2015
American Graphics Institute · Certificate of Completion, JavaScript · 07/2013
Future Media Concepts · Certificate of Completion, HTML5 and CSS3 · 03/2013
Salve Regina University · B.A. in Studio Arts with a concentration in Graphic Design · 05/2010
GPA: 3.61 · Cum Laude, Dean's List Recipient, Member of Kappa Gamma Pi, Delta Epsilon Sigma, the VIA Program (Vital Studies for Whole Life Design), Salve Regina AIGA Student Chapter, Salve Regina Art Guild

PROFESSIONAL EXPERIENCE

Senior Software Engineer · Vistaprint · 04/2014 - Present
Develop a micro frontend using React and SCSS in order to enable rapid UI experimentation. Develop pages and highly configurable components that work seamlessly on all supported browsers and devices across 20+ localized Vistaprint websites. Utilize and contribute to the Vistaprint UI Library.
Invited to be a member of the Vistaprint Customer Experience Design Community, a group of Web Designers and Front End Developers who are passionate about improving UI and UX. Curated and led trainings on responsive web design concepts, best practices, tips and tricks, and new front end web technologies. Promoted from Web Designer and Developer to Senior Front End Developer after 10 months, and from Senior Front End Developer to Senior Software Engineer in May 2016.

Founder, Designer, Developer · KLL Design · 05/2010 - Present
Create and assemble personalized invitations and announcements. Design identity systems, print and digital materials, promotional items, and websites using CS6 and CC. Prepare files for print production.

Graphic Designer · JLL · 04/2012 - 03/2014
Used Adobe CC to create print and digital materials including logos, brochure systems, HTML email campaigns, environmental graphics, wayfinding, websites, and new business pitch materials. Implemented knowledge of HTML, CSS, and jQuery to create websites. Used JavaScript and jQuery to replace Flash and optimize websites for mobile devices. Trained designers and operations team on brand standards, company best practices, content management system, and writing basic HTML.

Residential Mortgage Servicer · Navigant Credit Union · 01/2011 - 04/2012
Designed internal forms, checklists, real estate profiles, promotional marketing materials, and templates for cross-departmental teams with CS5 and Microsoft Office. Overhauled inefficient tracking system to more effectively monitor pipeline. Built strong relationships with customers and vendors.

Graphic and Web Designer · Raskin Resources · 12/2008 - 09/2010
Initiated redesign of company identity system and website. Designed business cards, flyers, newsletters, and print and web advertisements. Trained employees to create and update content using CS4 and Joomla. Developed new business by establishing an online presence on social networks.

Graphic and Web Design Intern · Rubic Design + Interactive · 01/2009 - 05/2009
Worked independently and collaboratively to design logos, sitemaps, banners, web and print advertisements, and newsletters using CS3 and MailChimp. Prepared content and images for, and added content to, websites using HTML, Drupal, and Adobe GoLive.

VOLUNTEER EXPERIENCE

Cimpress/Vistaprint Inclusion · 03/2018 - Present
Co-City Director, Lesbians Who Tech · 03/2017 - Present
Organizational Committee Lead, Cimpress/Vistaprint Pride · 03/2017 - Present
Creative Committee Lead, Cimpress/Vistaprint Women In Technology · 01/2016 - Present

SPEAKING EXPERIENCE

Moderator, Out Leadership Panel, Lesbians Who Tech · 11/2017
Panelist, Step Up and Be a Leader, ACT-W · 07/2017
Panelist, Women in Careers Meet and Greet, Grafton High School · 01/2017

TECH STACK & TOOLS

HTML, CSS, SCSS, Less, jQuery, JavaScript, React, Redux, npm, Node.js, Express, C#, ASP.NET MVC, Sitecore, MySQL, MongoDB, mLab, RESTful APIs, JWT, Mocha, Chai, NUnit, Git, Subversion, GitHub, Stash, Heroku, Travis CI, Jenkins, Microsoft Visual Studio, Visual Studio Code, Sublime Text, Terminal, Powershell, Command Prompt, GitBash, Agile, Kanban, JIRA, Trello, Adobe CS3-CC: InDesign, Illustrator, Photoshop, UI, UX, responsive design and development, accessibility