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 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.

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 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 · Cimpress & Vistaprint · 03/2017 - 09/2018
Creative Committee Lead, Women In Technology ERG · Cimpress & Vistaprint · 01/2016 - 09/2018
Operational Member, Inclusion ERG · Cimpress & 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

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**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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