



KASEY L. LABELLE
WEB DEVELOPMENT
GRAPHIC & WEB DESIGN

PROFESSIONAL EXPERIENCE

Lead Web Front End Developer, Experience Design & Creative · Boston Scientific · 09/2020 - Present

Architect and develop a platform-agnostic design system to be used across all of Boston Scientific's digital properties. Build and maintain the design system documentation site. Generate awareness and excitement about the design system through read-outs, office hours, and technical deep dives. Contribute to the development of SOWs and RFPs to ensure accessibility and front end best practices are included in scope. Refine and prioritize front end work for internal teams, contractors, and vendors based on strategy, volume, and capacity.

Partnered with the Senior Project Manager to establish an SOP, JIRA Project, and kanban board and define initiatives, epics, and stories. Developed a front end hiring process, code standards, and code review process. Identified opportunities to increase front end stability with automation, and engaged former colleagues as contractors to accelerate implementation. Iteratively developed policies, style system, and documentation for AEM editable templates and Core Components as a short-term solution to improve the corporate website and support major initiatives.

Organized a cross-functional bi-weekly accessibility sync. Set in motion a partnership with the LEAD ERG to develop, scale, and sustain a culture of digital accessibility. Analyzed website monitoring data, DEI questions, legal research findings, capability maturity models, and R&R matrices to inform the Accessibility Program strategy and develop the charter, roadmap, annual goals for 2021-2023, and AOP & Strat Plan recommendations. Identified opportunities to reduce wasteful spend and strategically repurpose available budget. Evaluated training partners, proposals, and SOWs. Selected offerings for instructor-led trainings, and defined cohorts and role-based learning paths for self-paced online training.

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

Collaborated cross-product, -team, -discipline, and -location to bridge the gap between design and technical implementation. Inspired teammates to think differently in order to improve the user experience for all users. Prioritized UX Development work for the UX and product teams. Built Epsilon's component library from the ground up. Rearchitected and refactored 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.



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PROFESSIONAL
EXPERIENCE,
CONTINUED

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

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

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, WCAG, JavaScript, jQuery, UX, UI, responsive design and development, Angular, React, Razor, C#, ASP.NET MVC, npm, Redux, Node.js, Express, AEM, Sitecore, MySQL, MongoDB, RESTful APIs, Mocha, Chai, Selenium, NUnit, Git, Subversion, GitHub, Bitbucket, Netlify, 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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