

# Keila Hoover

UI/UX Designer & Developer

   keilahoover

806.341.2625

keila.hoover@gmail.com

## Recent Projects

### Lumine

A UI focused platform arcade game

> Technologies: HTML5, CSS3, Javascript, jQuery, Phaser API

<http://kh-q1-project-lumine.surge.sh/>

### Narkal

A website to find dietary-conscious dining out

> Technologies: HTML5, CSS3, jQuery, Node.js, Google API, Express, SQL, Knex, ARIA

<https://narkal.herokuapp.com/>

### GEMS

An app to find antiques & collectibles

> Technologies: CSS3, ARIA, HTML5jQuery, Node.js, Express, Knex, SQL, Craigslist API

<https://g81-gems-app.herokuapp.com/>

### Kindara

Fertility Awareness App

> Technologies: Swift, Obj-C, Python, Django, SQLite, Adobe Illustrator  
Established App with added Endometriosis features

## Tools

Adobe CS	AWS
HTML5	Magento
CSS/SASS	Hubspot
Javascript	Asana
Google Analytics	React
Node.js	Trello
Express	SQL
ARIA	Django
Git/GitHub	Python

## Work Experience

### Digital Marketing Manager & Social Media Coordinator

Emerging Women, Boulder, CO | Aug 2017 - Nov 2017

- > Managed websites via CMS software, Hubspot
- > Collaborate with vendor, Little Bird Marketing, to create a well-researched user experience
- > Managed scheduled and live social media for annual Emerging Women Live event
- > Built landing pages with custom HTML and CSS

### Ecommerce Merchandiser & Marketer

Sounds True Multimedia Publishing, Boulder, CO

Jan 2016 - Jun 2017

- > SEO research and implementation
- > Build page scripts with HTML and CSS
- > Established positive vendor relationships with vendors such as Qubit and UAR
- > Create product pages via Magento
- > Develop UI landing pages
- > Test and optimize website
- > Create Data Analysis Reports
- > Owner of Semi-annual Super Sale  
-- Increased revenue \$229,670 from 2015 to 2016 sales

## Skills

Marketing  
(Direct, Inbound)  
Wireframing  
Prototyping  
User Stories  
A/B & User Testing  
Task Flows  
Agile Process  
SEO

## Other Experience

Freelance Digital Marketer & Web Developer  
for local seamstress business, LD Industries

Volunteer Coordinator & Stylist  
for Mondo Guerra

Stylist for fashion shows, music videos,  
& photo shoots(including Adore Delano)

## Education

Galvanize, Boulder, CO  
Immersive Full-Stack Development Program

The Art Institute of Colorado, Denver, CO  
Fashion Marketing & Merchandising B.A.