

Kelsey Nocek

Duluth, Minnesota, United States

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Designer & Developer

I'm a hybrid designer-developer who lives where creativity meets code. I work across design, UX, copy, and front-end development and I like turning big ideas into clean, responsive web experiences that look good *and* work beautifully. I care about details, accessibility, and making things feel intuitive. Outside of work, I'm usually climbing, surfing, or making music.

Skills

Design & UX: Responsive design, accessibility, translating wireframes to code, collaborative design workflows (Figma)

Development: HTML, CSS, JavaScript, React, Next.js, Gatsby, Shopify, CMS-driven sites

UI Frameworks & Styling: Flexbox, CSS Grid, mobile-first development, Material UI (learning)

Backend & Tools (familiar): Node.js, PostgreSQL, MongoDB, Firebase

Collaboration Tools: Figma, Trello, Slack

Experience

Freelance Front-End Designer & Developer

October 2017 – Present

- Design and hand-code responsive websites that look good and feel easy to use
- Build reusable React components and flexible UI patterns
- Work closely with designers and UX teams to bring wireframes to life
- Do visual QA across devices and browsers to make sure things hold up
- Iterate quickly- tweaking layouts, spacing, and interactions based on feedback
- Debug UI issues under tight timelines without losing attention to detail

General Assembly — Software Engineering Instructional Associate

March 2022 – March 2025

- Taught full-stack software engineering with a strong focus on front-end fundamentals and clean UI
- Helped students debug both client-side and server-side issues, from layout bugs to API errors
- Led workshops on JavaScript, DOM manipulation, APIs, and full-stack application flows
- Supported students in building and shipping end-to-end projects

Project Coordination & UX Support (Freelance KHDev)

April 2024 – Present

- Lead projects from kickoff to launch, balancing design, development, timelines, and client communication
 - Manage and collaborate with my KHDev dev team, keeping work organized and moving forward
 - Translate client ideas into clear design direction and actionable technical tasks
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Education

General Assembly — Software Engineering Immersive

University of Wisconsin-Stevens Point — B.A. International Studies

Projects & Practice

Yosemite Climbing Association

Redesigned and developed the Yosemite Climbing Association website on Shopify, with a strong focus on copy, storytelling, and a clear narrative flow.

Continental Ski and Bike Website

Redesigned and built key shop pages, banners, and sizing charts. Focused on visual consistency, responsive layouts, and creating an engaging, easy-to-navigate user journey.

Duluth Gear Exchange Website

Built a clean, accessible website using Gatsby and Contentful. Designed reusable components and a flexible setup for easy content updates. Later redesigned the site in Squarespace to better support ongoing edits.

Let's Connect

I bring the same care and curiosity to my work that I do outside of it. I like collaborating with people who value thoughtful design, clear communication, and building things that are genuinely enjoyable to work on. I'm always excited to keep learning, refining my craft, and contributing to work that feels meaningful.