



## CONTACT



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## EDUCATION

### MASTERS OF SOFTWARE APPLICATION DEVELOPMENT

Southern New Hampshire University  
GPA: 3.8

2023 - 2025

### MASTERS OF CYBER SECURITY

Southern New Hampshire University

2025 - In Progress

### AI CONCEPT TO CREATION COURSE

Southern New Hampshire University

2026

### FULLSTACK DEVELOPMENT BOOTCAMP

University of Texas

2019 - 2020

### BACHELORS OF COMPUTER INFORMATION SYSTEMS

University of Mary Hardin-Baylor

2010 - 2015

## SKILLS

### FRONT-END DEVELOPEMENT:

HTML5, CSS3, Sass, Tailwind CSS, Bootstrap, JavaScript, jQuery, React, Razor/MVC, Vite, Figma

### BACK-END & DATABASES:

Node.js, Java, Spring, SQL Server, MySQL, Functional Programming

### ENTERPRISE & MARKETING PLATFORMS:

Salesforce Marketing Cloud (SFMC), Ampscript, Meridian Benefits Platform, FormAssembly, Vidyad, VWO

### TOOLS & WORKFLOW:

Git, GitHub, Git Extensions, CI/CD Pipelines, Agile/Scrum, QA/Testing, Accessibility (WCAG), Jira, API Integration

# KITRICK BELL

## SENIOR FRONT-END DEVELOPER

### SUMMARY

Senior Front-End Developer with 5+ years of experience building analytics-driven, enterprise-scale applications. Proven track record of improving conversion, performance, and usability through data-informed UI development and component-driven design systems.

### EXPERIENCE

#### SOUTHERN NEW HAMPSHIRE UNIVERISTY

Senior Front-End Developer (2023 -Present)

- Led front-end development and A/B testing of the Admissions Portal Action Items page, increasing applicant clicks to DocuSign by 16.24%, resulting in ~49,000 additional document completions annually.
- Developed and enhanced student-facing pages that guide users from inquiry to enrollment, leveraging analytics to measure engagement and improved the end-to-end student experience.
- Developed and maintained a reusable front-end component library in Salesforce to standardize UI patterns, improved performance, and accelerated delivery across student-facing applications.

#### EMPYREAN BENEFITS SOLUTIONS

Senior Front-End Developer (2021 - 2023)

Junior Front-End Developer (2020 - 2021)

- Developed internal admin tools and client-facing benefits applications using ASP.NET MVC/Razor, integrating controllers, models, and views with newly built and existing APIs.
- Built complex product features including a recommendations dashboard and communications hub, enabling metrics visualization, message auditing, and dry-run validation using data visualization and table libraries.
- Led the redesign of an internal admin platform, standardizing color systems, typography, semantics, and reusable components to improve usability, accessibility, and long-term maintainability.
- Promoted to Senior Front-End Developer in recognition of technical leadership, ownership of high-impact features, and cross-functional collaboration.

#### EMPYREAN BENEFITS SOLUTIONS

Business Systems Analyst (2017 - 2020)

- Led client implementations and complex system configurations for benefits platforms serving 250,000+ employees, launching websites for 12+ unique groups while mentoring entry-level analysts and ensuring alignment with business requirements.
- Developed Python scripts and optimized SQL Server queries for eligibility logic, rate calculations, and premium reporting, reducing processing time from 16+ hours to 4 hours and improving operational efficiency.
- Collaborated with DevOps and front-end teams to implement responsive UI customizations, perform QA, and approve production releases, ensuring seamless functionality across all platforms.