

Kayleigh Pingel

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KayleighPingel.com

skills

Focuses

Responsive Web Design
Front End Web Performance
Graphic Design
Usability & SEO
Marketing

Languages

HTML5/HAML
CSS3/Sass
JavaScript/jQuery
Ruby on Rails

Software

Adobe Creative Suite
Visual Studio/Atom
Git/Git Extensions
Microsoft Office

Tools

GitHub/GitLab
Google Analytics
Optimizely/VWO
CrazyEgg
JIRA/Confluence

experience

Web Applications Developer, *The Gazette (Digital Services)/ Folience*

Fall 2015 – Present

- Designed and implemented responsive front-end interfaces for our multiple website products, utilizing current design methods and technologies to bring them up to date with modern standards, increasing stability and maintainability
- Developed and deployed new features to Folience brand websites, keeping our offerings competitive by meeting user needs in functionality & experience
- Crafted custom ad implementations for clients' websites, which lead to increased ad revenue by reducing ad load and utilizing optimal ad placements with header bidding
- Lead front-end technology training sessions for fellow developers, improving semantic structure, consistency in code style, and collaboration with designers through shared knowledge
- Created graphics for Folience brands' marketing campaigns and events, promoting brand-awareness with eye-catching, on-brand creative that makes the most of its media

UI/UX Developer, *MAG Retail & Media*

Summer 2014 – Fall 2015

- Designed and developed responsive web pages, highlighting the proper product lines and campaigns to increase sales
- Utilized analytics from multiple platforms to guide changes to the website's interface, improving user experience
- Optimized both code and content with a focus on performance, which reduced page load time and boosted team KPIs

Web Designer I, *J&P Cycles / MAG Retail & Media*

Summer 2012 – Summer 2014

- Provided guidance to more junior designers and coordinated closely with other departments within the company as the design team lead
- Maintained and improved a variety of pages on the J&P Cycles website
- Designed & created graphics for use on the J&P Cycles website, emails, and social media outlets

Head Layout Editor, *"The Belltower"*

Fall 2010 – Spring 2012

Graphic Design Intern, *Pearson PLC*

Summer 2011

Office Intern, *Sullivan's Foods Corporate Office*

Summer 2010

education

University of Dubuque, Dubuque, IA

May 2012

Summa Cum Laude

Bachelor of Science – Computer Graphics & Interactive Media

Bachelor of Business Administration – Computer Information Systems (Minor in Business Administration)

GPA: 3.98

volunteer experience

Board Member/Volunteer, *Animal Welfare Friends*

Spring 2015 – Present

Mentor, *Imagination Iowa Girls Code Camp*

Spring 2017