

# Kris Ellery

Dallas, TX - [www.kris-ellery.com](http://www.kris-ellery.com) - [kris.ellery@hey.com](mailto:kris.ellery@hey.com)

Kris has over 10 years of professional experience in design, development, and implementation of websites and web applications. He leverages his expertise in various front-end techniques and methodologies to deliver the most efficient and performant solutions.

## Skills

### Advanced

JavaScript, ES2015+, Vue, Vuex, TypeScript, Ember, jQuery, JSON:API, REST, CSS, Sass, LESS, Stylus, HTML, Jade/Pug, Handlebars, Webpack, Rollup, PostCSS, Gulp, Grunt, BEM, OOCSS, CSS Architecture, Design Systems, Accessibility, Web Performance, Responsive Web Design, Git;

### Intermediate

React, GraphQL, Node, ColdFusion, MS SQL, Photoshop, Illustrator, UX/IA, Product Design;

## Experience

### Senior UI Engineer

*Cofense Inc. - Remote / Dallas, TX - (Sep '17 - present)*

Cofense focuses on solutions for the problem of phishing – the most effective attack vector used in more than 90% of successful breaches. Cofense is dedicated to providing the highest quality cyber security solutions and they continue to innovate with dozens of patented technologies.

- Lead UI engineer on PhishMe and Threat Intelligence single-page applications built with Vue and TypeScript. Responsible for front-end architecture, feature planning and execution, and code reviews. Worked closely with BE engineers on API schemas and integration.
- Lead UI engineer and UX designer on an internal design system, which consists of 60+ custom components, packaged with Rollup, and deployed to a private NPM registry in Artifactory.
- Realigned internal build tools to leverage Webpack and Rollup for modern web development with Vue, ES2015+, TypeScript, Babel, ESLint, Sass, Stylelint, etc.
- Refactored legacy ES5 codebase into ES2015+ compliant JavaScript; utilized functional programming, arrow functions, let/const variables, spread/rest operators, template literals, destructuring assignments, promises, async/await, and many more.

- Collaborated with the product owners on feature roadmap, design and accessibility specifications.

### **Senior Interactive Developer**

*Publicis Hawkeye - Charlotte, NC / Dallas, TX - (Nov '13 - Aug '17)*

Publicis Hawkeye is an advertising agency specializing in extraordinary ideas by leveraging data, creativity, and technology. As a part of Publicis Groupe, a multinational advertising conglomerate, Publicis Hawkeye delivers top notch solutions for domestic and international brands.

- Lead UI engineer on a suite of single-page applications for Magnolia AV (BestBuy), built with Ember.js, Ember Data, Ember Engines, Sass, etc. Worked closely with BE engineers on API schemas and integration.
- Converted complex Photoshop/Sketch compositions into semantic and standard-compliant HTML/CSS/JS websites for domestic and international brands, including Best Buy, Magnolia, AA Cargo, Peterbilt Trucks, Quad Graphics, Citi, Capital One, and many more.
- Created front-end web development coding guidelines and build automation standards. Leveraged Node and Gulp for faster and more efficient web development. Significantly reduced error-prone human factor, as well as, increased perceived and actual project performance.

### **Front-end Web Developer and UI Designer**

*Red Ventures Inc. - Charlotte, NC - (Apr '12 - Nov '13)*

Red Ventures is a customer acquisition company. They partner with large brands in high-growth industries and own the entire direct marketing process on their behalf - from demand generation to closing the sale.

- Designed and developed a suite of user interfaces for a proprietary live-chat platform. Collection included a comprehensive admin panel, sales agent interface, client-facing chat plugin, performance management, and reporting tools.
- Engineered a highly recognized interactive map for HBO's Game of Thrones. Project was featured on Time Magazine website and achieved an equivalent of \$30,000+ in SEO marketing strategy within the first 4 weeks.
- Converted complex Photoshop compositions into semantic and standard-compliant HTML/CSS/JS websites for high-growth businesses.
- Tailored designs based on analytics and user experience data gathered through A/B split testing on paid and natural websites.

- Designed and developed user interfaces to create, report, and manage real-time monitoring dashboards, SEO keyword groups, and domain ranking across search-engines.

## Education

### Michigan State University

*College of Communication Arts and Sciences - (Dec '09)*

BA in Telecommunication, Information Studies, and Media

*Broad College of Business - (Dec '09)*

Specialization in Information Technology

## Personal

European. Collegiate swimmer. Tennis player. Ping-pong master. James Bond aficionado. Mr.Robot enthusiast. Avid traveler. Fried pickles connoisseur. Burger lover.

## References

*"Kris continually deliver projects in a timely fashion that meet or exceed set requirements. It is well known that he produces some of the best front-end code within the organization. He is willing and open to using new technologies or developing new techniques for pushing innovation in our projects. Kris uses his knowledge of UI design approaches and techniques to ensure our projects are both beautiful visually, but make logical sense from a user interface and flow perspective."*

### John Sutton

*Sr. Vice President for Digital Strategy at Red Ventures Inc.*

*"Kris has had a huge impact on our team and on Red Ventures. He completes his projects efficiently, effectively and maintains a high standard of code on our websites. He works extremely fast and can change direction at a moment's notice. Kris loves what he does and it is evident by the quality of his work, his knowledge of the industry and his desire to get in and learn more."*

### Kristina Danburg

*Creative Experience Team Manager at Red Ventures Inc.*

*"Kris has made exceptional contributions toward leading our design and UI development on all our public facing websites. I admire his tenacity and "let's get it done" type of attitude."*

### Randy Brown

*Director of Web Services at Michigan State University*