Kris Ellery

Dallas, TX - www.kris-ellery.com - kris.ellery@hey.com

Multidisciplinary professional with over 13 years of experience in design, development, and implementation of websites and web applications. Throughout his career, he worked for a variety of clients and businesses, from small startups to global advertising conglomerates.

Technical Skills

Advanced

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

Intermediate

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

Experience

Interim Tech-Lead / Senior UX Engineer, Design Systems

Zillow Group, Inc. - Remote / Dallas, TX - (May '21 - Present)

As the most-visited real estate website in the United States, Zillow offers customers an on-demand experience for selling, buying, renting and financing with transparency and nearly seamless end-to-end service.

- Developed, maintained, and tested design system components built with React and Styled Components. Focused on reusability, accessibility, and best practices.

- Performed web performance audit between each version of design system component library with focus on Core Web Vitals, scripting and rendering bottlenecks. Synthesized findings and introduced a roadmap with required changes.

- Realigned build tooling and infrastructure related to diverse design system repositories. Implemented a dual-package architecture and publishing methodology. Leveraged Node, NPM, ESM, CJS, Rollup, Babel, GitLab CI/CD, and other technologies.

- Participated in weekly office hours and assisted software engineers with correct implementation of design system components and patterns.

Senior Front-End JavaScript Engineer
Cofense, Inc. - Remote / Dallas, TX - (Sep '17 - May '21)

Cofense empowers people to recognize phishing attacks and stop them in minutes, not days. Their end-to-end phishing defense solution combines cutting-edge technology with collective human intelligence to protect your organization from inbox to SOC.

- Lead UI engineer on PhishMe and Threat Intelligence single-page Jamstack applications built with Vue.js 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.

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

Hawkeye is an advertising agency specializing in extraordinary ideas by leveraging data, creativity, and technology. Owned by Publicis Groupe and Epsilon, 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.

- Won the 2014 and 2015 WebAwards for Outstanding Achievement in Web Development.

Front-end Web Developer and UI Designer
Red Ventures Inc. - Charlotte, NC - (Apr '12 - Nov '13)

Red Ventures is a portfolio of brands and digital platforms that improves every aspect of the consumer journey, helping people make better decisions while unleashing transformative growth for our businesses and partners.

- Designed and helped to develop a suite of user interfaces for a proprietary live-chat platform. It 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 the 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. Car enthusiast. Avid traveler. Fried pickles connoisseur. Burger lover.