Lacey Griffith

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GitHub: github.com/lacey-griffith | Portfolio: lacey-griffith.github.io

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Full Stack Web Developer leveraging a background as a business owner in the service industry. Recognized for innovation and a keen eye for aesthetics and presentation. Received a Certificate in Web Development from the University of Texas at Austin. Excellent communication skills and collaborator who works well on team-based projects as well as independently. Recognized for proven complex problem-solving abilities and contributes effectively as a part of a fast-paced, quality-driven team. An organized and detail-oriented coder motivated to improve user experience and write code efficiently. Adapts quickly and enjoys learning and applying new technologies.

Technical Skills

JavaScript, jQuery, React.js, React, JSX, GIT, GitHub, MongoDB, MySQL, Mongoose, Handlebars, HTML5, CSS3, Bootstrap, Foundation, APIs, Heroku, Terminal, AJAX, Restful API, ES6, React Hooks, JSON, Sequelize, Node.js, Express & Webpack

Work Experience

Conversion Fanatics - *Lead Developer & QA Manager* — Austin, TX   March 2022 - Present
- Manage QA process for 10+ developers and 40+ clients (per client settings, priorities, site nuances, contacts, test status, site performance).
- Point of contact for developers for development issues, bugs, troubleshooting and general guidance additionally for clients for test performance, bugs and miscellaneous inquiries.
- Maintain membership with the Internal Strategy team to discuss, develop and execute test strategy for 40+ sites to increase conversions, revenue and user engagement for each client.

Conversion Fanatics - *Developer* —Austin, TX   July 2021 - March 2022
- Work with UX designers to bring their mockups to life using HTML, CSS, JavaScript and jQuery on multiple devices such as desktop computers, tablets and mobile devices.
- Test new layouts and designs for clients to optimize their conversion rate and increase revenue.
- Monitor website performance and debug and rectify issues as they arise.
- Create and maintain A/B tests for clients using Convert, Optimizely, Adobe Target and Dynamic Yield.
- Utilize Google Analytics and HotJar for additional user data to relay to clients, allowing us to see what areas of their website we should give focus to.
- Use ClickUp and Slack to keep tasks and client/colleague communication organized. ClickUp allows all team members to see where a test is in its life cycle and to share related information quickly with those involved and Slack makes communication feel seamless during the workday.
- Peer review code during the QA process where I have been able to problem solve with my teammates as well as discover new perspectives on coding styles and strengthen my communication skills as a leader.
- Accepted invitation to join Strategy Team as developer representative along with a UX Designer and two Project Managers to discuss, develop and execute test strategy for 40+ client sites.

Baked 'n Sconed - *Co-Owner* —Hutto, TX   February 2019 - January 2021
- Supervised daily operations while simultaneously leading a team of 4+ employees per shift. Performed hiring, departures and performance evaluations. Supported team by communicating needed improvements, achievements and offering guidance.
- Maintained permits, upheld local and state regulations, prepared financial reports, payroll and operated as point of contact for third-party distributors.
- Managed 7 channels of the business' online presence and redesigned website, resulting in 3-5% increased sales per month. Facilitated wholesale account management for 2 weekly clients including communication with account holders, weekly order status, payment and deployment of invoice process.
- Organized catering orders for 75+ people for Hutto ISD, our success in communication, deliverable quality and time management gained us strong relationships with the district allowing us to be a top restaurant choice for over 8 campuses.

Baked 'n Sconed, *Barista/Manager* — Hutto, TX   October 2012 - February 2019

- Successfully developed inventory tracking system to optimize costs and used system to export weekly orders to 5 individual third-party vendors. Additionally, established and deployed responsibility policies for 8 employees to increase efficiency of individuals as well as teams and the business.

- Surpassed standards set forth by the Food Health and Safety rules regulated by the county and state and executed quality customer service- succeeded in both of these by using preparedness and anticipation.

Development Projects

Employee Tracker https://github.com/lacey-griffith/employee-tracker watch walkthrough video
- CLI using Express.js, Node.js, MySQL and Javascript.
- Directly responsible for writing code to accept and display user input in the command line and for ensuring the data be read, written, updated and deleted from the database as intended.

Namaste Fit | https://yoga-finish.herokuapp.com/ | lacey-griffith.github.io/yoga
- Full Stack application allowing users to sign up and search for yoga poses and in return receive education data to pursue their yoga journey. The project was created with 3 additional team members, extensive communication was undoubtedly what helped us succeed and solve issues as they arose.
- My responsibilities included writing backend Javascript and API routes, Sequelize Models, implementing bcrypt package and collaborating on frontend Javascript and Handlebars.js. I deployed the application using Heroku.

Macro Calculator https://lacey-griffith.github.io/macro-calc/ | https://github.com/lacey-griffith/macro-calc
- Allows users to enter their information and discover ideal macronutrients for weight loss. This project was created as a fun side project to practice form validation and calculations.
- I was often writing these calculations down to assist others and myself in gathering their macros, that is when I realized it was the perfect opportunity to create an application and share the resource with more than my direct contacts.

Education

University of Texas, *Full Stack Web Development Certificate* — Austin, TX
A 24-week intensive boot camp program focused on gaining technical programming and market-driven skills in Node.Js., Express, JavaScript, jQuery, React.js, React, JSX, GIT, GitHub, MongoDB, MySQL, Mongoose, Handlebars, HTML5, CSS3, Bootstrap, Materialize, APIs, Heroku, Terminal, AJAX, Restful API, ES6, React Hooks, JSON and Sequelize.

References

Katy Seals - *UI/UX Designer and former colleague at Conversion Fanatics* — (254) 931-1731
- Katy would provide mockups, user experience knowledge and direction for designs to me, as a developer. We would collaborate as needed when a design wasn't possible or needed adjustments. We also were members of a Strategy Team that would meet twice a week to build testing strategy for 50+ client websites.

Kyle Knickerbocker - *former supervisor at Conversion Fanatics* — (737) 977- 5076
knickerbocker.chris@gmail.com
- Kyle was the Project Manager for one of two teams of developers, making him my direct supervisor and point of contact for any roadblocks. He would oversee my interactions with clients and we would occasionally work together to troubleshoot issues.

Chris Ward - *Developer and former colleague at Conversion Fanatics* — (504) 261 - 8733
- Chris and I often worked as a team at Conversion Fanatics, reviewing each others' code, debugging and resolving issues together.

Holly Phillips - *Developer and former colleague at Conversion Fanatics* — (936) 425 - 1225
hmphillips93@gmail.com
- Holly was my point of contact for anything development related as well as the lead on QAing code. She would oversee my code, client communications and peer-to-peer interactions in addition to providing

general guidance on any day-to-day questions/roadblocks.