

ALEXIS N. SHOCKLEE

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awards

2018 AAF Tampa Bay Addy Awards

Verizon Moment-of-Open Dynamic Emails
(Gold Award: Data-Driven Media)
Just For Men Rewards
(Gold Tucker Digital Advertising Campaign)
Verizon Small Biz Rewards 5th Anniversary
(Silver Award: Online/Interactive Campaign)

2017 AAF Tampa Bay Addy Awards

Verizon Small Biz Rewards Rebrand
(10 Awards)

2016 Pulitzer Prize, Local Reporting

Failure Factories

2016 Pulitzer Prize, Investigative Reporting

Insane. Invisible. In danger.

2015 National Press Foundation Innovation in Journalism Award - Failure Factories

2015 Information is Beautiful Data Journalism - Failure Factories (Silver)

2014 Sunshine State Awards

Non-Deadline News Reporting: Atomic Sailors
(First Place)
Series: The Last Voyage of the Bounty
(First Place)

2014 Florida Society of News Editors

The Last Voyage of the Bounty
(Public Service: Gold Medal)
The Last Voyage of the Bounty
(Features & Arts Writing: First Place)
Atomic Sailors
(Investigative Reporting: Third Place)

2013 Punch Sulzberger Award for Online Storytelling - The Last Voyage of the Bounty (Finalist)

education

Northwestern University, *cum laude* 2013
Bachelor of Sciences, Journalism — Design
Double major, Linguistics

career

E2Generations

October 2018 - Present | Senior Software Developer

Creating web-based software for clients around the country, ranging from single page apps to fully immersive database frameworks. Using React, Angular, HTML, Sass, JavaScript, Typescript, and ES6 on a regular basis. Serving as a lead developer on several projects, reviewing code submissions, and managing junior developers.

Kobie Marketing

January 2016 - October 2018 | Front-End Web Developer

Creating websites, emails, apps, APIs, content management systems and web experiences for major loyalty marketing companies like Verizon, First Citizens Bank, Royal Bank of Canada and State Farm. As part of the Customer Experience team, Alex is responsible for designing and developing user interactions and websites for our client's loyalty customers. Since starting here, her work has won 13 American Advertising Federation awards in the Tampa Bay area. Alex has been recognized for her efforts in streamlining automation through campaign management tools, lightweight template engines and proprietary email generators. On a daily basis, she is working with Node.js, Angular, HTML, CSS/Sass, Javascript, PHP, .NET, and version control software like Git and SVN.

Tampa Bay Times

July 2013 - January 2016 | Front-End Web Developer, Web editor

Front-end web developer and web editor, designing interactive graphics and multimedia features for the newspaper. Also handled Python data scrapers and database creation for large data projects. Responsible for entire multimedia department and construction/maintenance of website. Projects include: Michael Kruse's multimedia feature, "The Last Voyage of the Bounty," the Pulitzer Prize-winning "Failure Factories" series, the Pulitzer Prize-winning "Insane. Invisible. In danger." series, and Lane DeGregory's multimedia narrative, "The Long Fall of Phoebe Jonchuck".

Digital Publishing

Fall Quarter 2012 - Winter Quarter 2013 | Tablet Designer

Worked with the Mary and Leigh Block Museum of Art at Northwestern University to create an iPad app that would garner student interest. Served as the head designer for the project while overseeing one junior designer. The app was released on iTunes in early March. Created prototype iPad and Android digital versions of North by Northwestern magazine.

North By Northwestern magazine

June 2011 - March 2013 | Creative Director

Oversaw the design, photography and illustration departments and spearheaded a redesign of the magazine. Designed infographics and complete pages. Developed art, illustrations and photography.

Sports Illustrated

March 2012 - Sept. 2012 | Design Intern

Designed front of the book and back of the book pages every week, including Faces In The Crowd, SI.com, Point After, Dan Patrick and Mail. Aided art directors with iPad and Galaxy versions and created photo illustrations on a weekly basis.

National Association of Black Journalists

Summer 2012 (New Orleans Convention) | Designer

Selected as one of six national design students to create the NABJ summer convention's daily newspaper, The Monitor. Designed full pages, edited photos and helped in creation of graphics.

NorthByNorthwestern.com

March 2011 - March 2012 | Interactive Editor

Oversaw all interactive graphic production in the multimedia section. Assigned projects while teaching staff Adobe Flash, HTML and JavaScript. Served as liaison between magazine and web staffs.

2C Media, Inc.

Summer 2011 | Production Intern

Researched facts about reptiles and the Everglades for Animal Planet's hit reality show "Swamp Wars." Fact-checked scripts and voiceovers.

program experience

Adobe Creative Suite

Illustrator
InDesign
Photoshop
Premiere
XD

Programming Languages

JavaScript / React / Angular
Node.js
HTML / CSS / Sass
PostgreSQL
MySQL
MongoDB
PHP / Laravel