

lindseybrown

Denver, CO

970.355.4401 | info@lindseys.work | lindseys.work

GitHub: www.github.com/libersword | LinkedIn: www.linkedin.com/in/libersword

Summary

I am a web developer with deep experience in frameworks, full stack, front-end languages & mobile-first design plus a strong background in graphic design & computer science. I frequently take on new roles and responsibilities because of my innate curiosity & capacity to learn. I have a proven track record of finding creative solutions to complex problems & ensuring seamless development across front-end & back-end environments.

Experience **Pharmaca Integrative Pharmacy (July 2019 - present)**

Web Developer. Build accessible, responsive & cross-device compatible pages using JavaScript, HTML & CSS, keeping up with industry best-practices. Owns front-end design & infrastructure for Pharmaca.com & PharmacaRX.com.

- Increased mobile CVR +17% by implementing sticky header, improve PDPs navigation and refining above the fold display
- Work cross-functionally with merchandising, DEV, marketing & creative teams to deliver pixel perfect front-end content
- Built front-end pages & automated emails for Yotpo loyalty integration transforming OOTB widgets through CSS and JS
- Code responsive HTML emails templates for blast & automated email campaigns
- Implement tags using Google Tag Manager for analytics & 3rd party tracking
- Track & incorporate new developments in the ecommerce & technology space
- Leverage Google Optimize to run iterative site testing, optimizing for engagement KPIs like CVR, bounce rate, avg session time, etc.

Jr. Web Developer. Managed maintenance & creation of front-end content on Pharmaca's ecommerce platform. Troubleshoot bugs within a complex Magento code base.

- Assisted onsite components for site integrations with Zendesk, Yotpo Reviews, Wunderkind & Magento software upgrade
- Partnered with merchandizing to build out brand pages as part of Pharmaca's \$1M+ Co-Op program
- Optimized site images through compression, next gen formats & proper sizing, lowering site speed by -21%
- Updated legacy code with Flexbox & Bootstrap 4, improving overall site functionality

Spotzer Media Group (August 2018 – February 2019)

Web Designer. Designed & created DUDA & WordPress websites for a variety of clients through partnerships such as Vivial & 1&1. Maintained & ensured quality with design partners overseas, including meetings & training. Sole U.S. designer, helped the US office run smoothly & problem solved any design & dev issues.

melinda mccaw media (August 2017 – June 2018)

Graphic & Web Design Intern. Designed & critiqued mock ups for websites, filled content & assisted in the development of custom wordpress sites. Conceptualized & designed in house work, such as ads & identity branding for the company. Created print pieces for clients & graphic assets to be used with web & print collateral.

Skills

Technical

HTML, CSS, SCSS/SASS
Javascript, JQuery, Node, ReactJS
UX/UI
Full Stack
Database, SQL & NoSQL
Bootstrap
C++
CMS Systems - WordPress, Duda, Wix, SquareSpace, Magento
Adobe Creative Suite
Illustration & Design
Google Properties - Google Tag Manager, Google Analytics, Google Optimize
MarTech - Exact Target, Yotpo

Core Competencies

Problem solving & adaptability
User experience & mobile-first design
Front-end coding

Education & Certifications

BFA in Graphic Design & minor in Computer Science from Colorado Mesa University (May 2018)
Full Stack Web Development Bootcamp Certificate from University of Denver (August 2019 - March 2020)