



# LINDSEY MADDOX

## DESIGNER & DEVELOPER

### A DETAIL-OBSSESSED DESIGNER AND DEVELOPER WITH A PASSION FOR CREATING BEAUTIFUL, FUNCTIONAL, PIXEL-PERFECT BRAINCHILDREN

With more than 16 years of professional experience in graphic design and web development, I am deliberate about designing *invisible* user interfaces and writing clean, reusable code. I lean on my extensive design training along with my diverse programming industry knowledge to inform my decisions, making me a valuable asset to any team. I'm equally comfortable in both front end development roles and design roles.

#### EDUCATION

Watkins College of Art, Design, and Film—BFA in Graphic Design, 2006

#### AREAS OF EXPERTISE

User Experience Design

User Interface Design

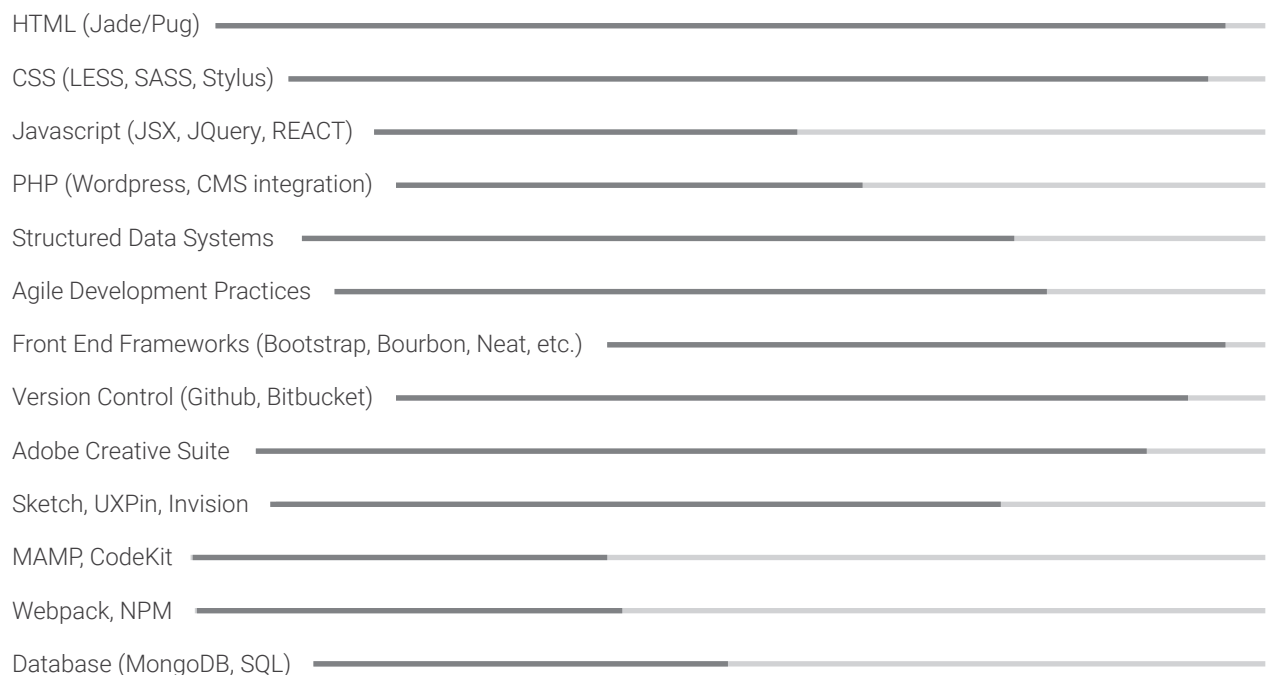
Web Design & Development

Application Design & Development

Graphic Design

Information Architecture

#### SOFTWARE PROFICIENCY/TECHNICAL SKILL LEVEL





## LINDSEY MADDOX

### DESIGNER & DEVELOPER

#### RELEVANT PROFESSIONAL EXPERIENCE

##### **Freelance Designer & Developer, Nashville, TN**

2004 – present

With clients ranging from an Alaskan fishing lodge to a tuba museum, I focus on creating fluidly responsive websites and collateral that follow industry standards and best practices and are optimized for practical, user-focused solutions.

##### **PHY (formerly BKON Connect), Nashville, TN**

Developer / 2016 – 2018

PHY was a SaaS company managing QR codes, NFC tags, and IoT beacons on the Physical Web. In an agile/scrum environment, I was part of a specialized team that deployed new features on a weekly schedule. As the front end developer responsible for translating design ideas into jsx components within the MERN (Mongo-Express-React-Node) stack, I integrated those components with the web application, PHY.net, and fixed bugs.

##### **Drive Social Media, Nashville, TN**

Web Developer / 2015 – 2016

Although primarily focused on social media presence management, Drive also offered custom Wordpress websites. During my tenure as the web developer, I designed and developed custom websites, managed client communications and edits, and gave new Wordpress users individual training on site features. I updated the development workflow, along with creating a three-tiered SEO package now available in all office branches.

##### **iDESIGN, INC. (purchased by Phase 3 in 2014), Nashville, TN**

Web Developer / 2013 – 2015

As one of three front end developers, I integrated custom website designs into the in-house CMS. I introduced the practice of using GitHub repositories and LESS with code compilers, creating consistency across the agency within the company's LAMP (Linux-Apache-MySQL-PHP) stack. I implemented baseline SEO standards, including Twitter Cards, Open Graph, and Schema.org structured data.

##### **cj ADVERTISING, Nashville, TN**

Web Developer / 2011 – 2013

cjAdvertising is a one-stop shop for personal injury lawyers' multimedia needs. Hired as an entry-level junior designer, I was promoted to web developer, where I handled website maintenance and updates for more than 40 clients across the country. I assisted with development of the internal project management system, which housed several hundred projects and was accessed by approximately 150 employees and clients. I received multiple nods for outstanding service, including both peer-nominated honors and Employee of the Month, awarded by company leadership.