

LAURA WITHERSPOON

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Front-end website developer and designer with 4 years of experience in the tech field, the last 3 years heavily focused on HTML/CSS, Javascript, PHP, and a variety of content management systems. I'm passionate about optimizing the user experience with a well-balanced combination of UI, UX design and analytics. I am comfortable in an agile environment and can communicate effectively with developers, stakeholders, and end-users. In an ever changing internet, I aim to continually learn the latest trends to deliver well-performing, modern web applications that users love.

TECHNICAL SKILLS

- Agile development and scrum
- Git versioning with Github
- Consuming RESTful APIs
- JIRA and Axosoft
- Bootstrap framework
- AngularJS framework
- HTML
- CSS, including Sass and Less
- JavaScript / JSON
- PHP (in WordPress templating)
- Adobe Creative Suite
- Axure wireframing
- CMS: WordPress, SharePoint2013, Drupal, Expression Engine

PROFESSIONAL EXPERIENCE

Sr. Web Developer, National Rural Electric Cooperative Association — Nov 2014 to Present

Design, code, and maintain internal and external websites for NRECA and ensure they meet business goals by troubleshooting and administering the sites according to user requirements.

Project: Rural Electric Safety Achievement Program Web Application (Oct 2016 - May 2017)

Sole designer and user experience specialist on cross-functional team implementing new features and refactoring existing functionality on in-house web application for safety program

- Increased user engagement with the internal safety health check component of the program by streamlining the organization and presentation of form data required from user
 - Participated in series of agile planning sessions over 3 months to interpret user feedback and translate it into feature requirements for development team
 - Simplified user workflow by recommending new multi-tab format to collect user data
- Reduced volume of help calls from users to program administrators by designing and implementing clear design patterns throughout the web application
 - Identified user pain-points by collaborating with stakeholders and participating in user focus groups
 - Created wireframes and high resolution designs to help program admins and pilot users visualize future functionality and resolution of problem areas
 - Built and refined UI elements and messaging for clarity and simplicity within AngularJS framework
- Improved admin reporting capabilities by suggesting and implementing addition of filters on dashboard

Project: Electric.coop Website Redesign (Feb 2016 - Sept 2016)

Created custom WordPress theme for public-facing website based on design specs provided by third party vendor

- Increased website visits and user engagement by delivering an easily navigable, visually enticing interface
- Enabled Communications team to self-manage website content and better tell their story by customizing a WordPress theme specifically tailored to their needs
 - Transferred content management responsibilities to Communications team by designing and implementing a clear, easy-to-use WordPress backend that allows for ease of maintenance
 - Involved editors and admins in development process to quickly identify areas for improvement, allowing us to fine-tune every aspect of content editing
 - Created custom shortcodes and pre-defined elements for use throughout website, eliminating the need for editors to work with HTML

Project: Cooperative.com Website Redesign (Jan 2015 - Mar 2016)

Successfully transitioned extensive private member website from SharePoint 2007 to SharePoint 2013

- Site release resulted in noted decrease in negative user feedback, freeing up team resources to focus on other major initiatives
- Eliminated the manual update process for core event data on all education event webpages, improving ease of maintenance and consistency of branding throughout the site
 - Created a new landing page for educational content that consumes our database public API to display dynamic event data in real-time
 - Created an educational content page template that pulls individual event core data (title, location, dates), reducing the amount of time spent creating and updating the event's webpages
 - Collaborated with Education & Training and Marketing departments to establish and document a cohesive design and structure to ensure future implementation consistency

Project: Annual Meeting Live Stream (annually)

Yearly on-site support of live streaming for NRECA's Annual Meeting

- Expand reach of Annual Meeting to remote members by conducting live streaming of general sessions and posting to our member website
 - Collaborate with contracted A/V vendor on-site to consume and transmit program feed via Brightcove
 - Extract video snippets from raw video file, add video transitions and animations, and upload to member website

Marketing Coordinator, The Knowland Group — Oct 2013 to Nov 2014

Planned and managed all marketing strategies to increase website traffic, lead generation, customer engagement and to improve user experience online.

- Shortened the web content update cycle from several weeks to a couple hours and enabled company to self-manage web content by initiating and migrating the existing static corporate website to Drupal 7
 - With input from content owners, designed and coded custom Drupal theme using HTML/CSS and PHP, migrated content, and regression tested website
- Helped simplify messaging in member web application by participating in agile planning discussions involving the user interface and online interactions

Website Manager and Marketing Assistant, Acumatica — Feb 2013 to Oct 2013

Responsible for all website changes, increasing web conversion rates, and weekly reporting on website performance data for the marketing department. I optimized UI/UX of landing pages, created email HTML templates, and supported the Digital Marketing Manager with daily operations.

- Heavily involved in public website redesign, after which I assumed management of the website UI/UX optimization and worked directly with internal shareholders and developers to implement solutions to increase sales-ready leads and improve user experience on the website.

EDUCATION

George Mason University —

M.A. in Global Affairs, May 2014

Concentration in Global Economics and Development

James Madison University —

B.A. in Modern Foreign Languages, May 2012

Concentration in French, Minor in Russian