



Michele Smolensky


Designer & Developer

Details

 <https://michelesmolensky.com>

 4603 Franklin Park Drive
Austin, TX 78744

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 michele.smolensky@gmail.com

Skills

DESIGN SKILLS

Photoshop
Illustrator
Adobe XD
Sketch
Zeplin
Wireframing
Procreate

FRONT-END SKILLS

HTML
CSS/SCSS
Javascript (ES5/ES6)/jQuery
React
Bootstrap V. 3 & 4
Wordpress/Drupal/MODX/MURA

BACK-END SKILLS

Vagrant
Docker
MySQL
Git
Command Line
PHP (Laravel)

Education

Tufts University,
School of the Museum of Fine
Arts, Boston, MA

Bachelor of Fine Art, 2012

Experience

Design Manager & Developer

Practice Cafe/The Biggest Nerd | Austin, TX | 2015 - Present

Practice Cafe is a marketing company specializing in start-up dental practices.

- Team lead during our website redesign, which led to a 3.4% increase in new users, decreased bounce rate by 63% and increased session duration by 7.5%.
- Conducted speed and performance audits, on average bringing Lighthouse scores up by 220%.
- Reduced time spent per deliverable by an average of 12% for clients by improving workflow for designers and developers.
- Created our first training documents for new design hires.
- Collaborated with Digital Marketing and other stakeholders to create and optimize landers for internal and client PPC campaigns.
- Designed, built, and maintained WordPress sites for dental practices all across the U.S. and Canada.

The Biggest Nerd, a sub-company of Practice Cafe, offers development services to businesses without in-house teams.

- Developed branding and designed the website and landers.
- Provided lander and CTA design for clients
- Coded and maintained sites across many platforms (WordPress, Shopify, MODX) for brands such as Asure Software, Tushy, and Effective Spend.

Freelance Designer & Developer

Austin, TX | 2014 - Present

- Collaborated with freelance designers to develop sites for a variety of clients and businesses, including Southwest Review, one of the oldest literary journals in the U.S.

Contract Designer & Developer

inLeague | Austin, TX | 2014 - 2018

inLeague, a start-up app development company focused on youth sports management.

- Redesigned their site and the sports management web & mobile application.
- Created custom set of over 70 icons for use in web application.
- Worked closely with back-end developers on the functionality of the web and mobile app experience, delivering frontend code.