Mark Kimmerle

Front-End Web Developer & Designer

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Front-end web developer with over 25 years of experience designing and coding accessible, performant, mobile-friendly and standards-compliant websites using HTML, CSS and modern JavaScript frameworks. Strong expertise in e-commerce platforms, accessibility (WCAG 2.0/AA), SEO and branding. Adept at improving site performance, leading cross-functional teams, and delivering scalable digital solutions.

November 2018 - November 2024
Sr Frontend Developer | Edgewell Personal Care, Shelton, CT

- Lead developer on a small team that launched and maintained 12 Shopify Plus e-commerce stores in 24 months.
- Created standards ensuring compliance with WCAG 2.0 Level AA accessibility guidelines.
- Improved Core Web Vitals metrics across all stores by an average of 25%.
- Collaborated with business stakeholders to define requirements for new projects and features.
- Managed releases, deployments and code merges in Jira and Bitbucket.
- Enhanced SAP Hybris ecommerce stores, reducing page load times by an average of 2.5s by optimizing images, removing unused CSS from codebase, reducing JavaScript footprint and properly caching assets.

January 2016 - November 2018
Web Developer | Survey Sampling International, Shelton, CT

- Implemented front-end development standards for website performance and compliance with WCAG 2.0 accessibility guidelines.
- Designed and developed Angular web applications to replace legacy CMS websites.
- Trained non-technical staff to use Angular applications.

June 2013 - January 2016
Front-End Web Developer | LifeCare, Inc., Shelton, CT

- Designed and developed a responsive framework for the company's discount shopping platform, increasing mobile utilization by over 20%.
- Defined web development standards and optimization practices, including file minification and image optimization procedures, improving page load speeds by 10%.
- Partnered with stakeholders from multiple departments to establish guidelines for creating workflows and requirements documentation

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HTML

CSS

SCSS

Sass

Less

JavaScript

jQuery

Angular

Node.js

Gulp

Jira

Confluence

Bitbucket

Git

Github

Shopify Plus

E-Commerce

Responsive Design

Semantic HTML

Accessibility

WCAG 2.0

Site Performance/Optimization

Cross-Browser and Cross-Platform Development

Agile/Scrum Development

Adobe Photoshop

Adobe Illustrator

November 2012 - June 2013
Web Developer | Havas Worldwide Digital, Wilton, CT

- Collaborated in Agile Design Lab to prototype and launch a social media aggregator tool.
- Contributed to cross-functional team building innovative client-facing solutions.

June 2012 - October 2012
Front-End Developer | Havas Worldwide, New York, NY

- Converted client websites from static HTML into proprietary CMS using HTML, CSS and Dojo Toolkit.

February 2012 - April 2012
Front-End Developer | Euro RSCG Discovery, Wilton, CT

- Redesigned an internal training website in an Agile environment.
- Developed site functionality using HTML, CSS and Dojo Toolkit.

September 1999 - January 2011
Web Designer | LifeCare, Inc., Shelton, CT

- Built and maintained corporate website using HTML, CSS and jQuery.
- Converted wireframes and mockups into HTML prototypes and live websites.
- Designed and coded landing pages for client promotions and giveaways.
- Created and managed monthly email campaigns to over 200,000 subscribers.