

Kayla Plunkett

(she/her)

Front End Development
UI/UX

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about

I have spent my adult life marrying my passion for helping people with a deep understanding of technology. I taught children with Autism to write MIDI music, I guided medical students in adapting to new learning environments and I was a key agent in transforming a sixty-year-old company into a top leader in ecommerce.

technologies

JavaScript ES6 • React • Node
NPM • Webpack • Git • HTML
CSS/SASS • Salesforce • Figma
Monetate • GA4 • PS • Jira

education

B.M., Music Therapy

Arizona State University

portfolio

learn cryptic is a dynamic educational tool to help people learn to solve cryptic crosswords

blood lines is a 3D family tree visualizer built with D3.js and React

[see more](#)

experience

Sally Beauty Holdings

2020 - present

Denton, TX

Manager, Front End Development & Testing

Developed a robust experimentation ecosystem, combining Analytics, Product, UX, Business & Marketing teams, which has become instrumental in driving data-centric design decisions for digital platforms.

Optimized workflows and set SLAs based on needs from cross-functional business, marketing and product teams.

Mentored five developers to optimize front end SEO and refactor code to meet ADA standards for nine sites and two AWS-powered apps.

Sr. Front End Developer

Implemented an Agile framework, leading to a 40% increase in dev productivity.

As the Front End SME, I owned the delivery of lean, omnichannel optimizations.

Developed A/B tests to drive core KPIs with an emphasis on continuous development and customer-centric design.

Front End Developer

Created scalable and reusable components to improve site load time and reduce build time.

Kayla Plunkett Web Design & Development

2018 - present

Dallas, TX

Front End Developer & Designer

Partnered closely with clients, blending our passions, to produce business sites anchored by customer centricity, mobile first design and SEO relevance.

With an emphasis on action and decision making, I delivered all client projects websites built with WordPress, CSS3 & PHP, within contract dates.