Shawn Hellwege

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PROFESSIONAL PROFILE

- Full stack web developer with over 15 years' experience building websites that improve functionality and user experience, while meeting or exceeding client expectations, strategically integrating industry trends, and ensuring accessibility
- Manages projects and staff adeptly by considering strengths and weaknesses of the team, refining and delegating tasks, anticipating and preventing potential issues in design or functionality, and collaborating with marketing and affiliated departments
- Integrates consumer data and marketing analytics with design trends to optimize user engagement, encourage conversion, identify areas of improvement, determine potential innovations in user experience, and ensure customer needs are fulfilled
- Skillfully applies expertise in research, analysis, and training to enhance user experiences in website design and development

EDUCATION

University of Nebraska-Lincoln – Lincoln, NE

Master of Arts in Integrated Media Communications, Marketing Minor (GPA 3.7/4.0)   December 2021
    Relevant Coursework: UX Design, Managerial Marketing, Social Media Analysis, Branding, and Digital Analytics

Graduate Certificate in Public Relations & Social Media   August 2020
Master of Arts in Instructional Technology (GPA 3.5/4.0)   August 2017
ROTC leadership experience

Wayne State College – Wayne, NE | **Bachelor of Science in Computer Information Systems** (Ecommerce emphasis)   May 2008

PROFESSIONAL EXPERIENCE

Senior Front-End Developer | *University of Nebraska-Lincoln Admissions, Marketing Department* – Lincoln, NE   2019-Present

- Implemented redesign of <u>Why Nebraska</u> site through careful marketing research
  - Analyzed student demographic information and opinions about college and aspirations purchased from the Mindsets Guide, narrowing information down to the 3 most influential aspect of the college experience
  - Created a targeted user experience design by strategically presenting these key areas to optimize user engagement, call to action, and conversion
- Enhance user experience to increase engagement, action, and conversion by suggesting innovative ideas based on market research and determining feasible plans of action that meet accessibility standards and comply with university guidelines
  - Examine competitive school websites, cataloging engaging user experience techniques, comparing to current sites, and developing innovative strategies to improve visibility, usability, and scope
  - Evaluate user analytics to determine areas of strength and weakness and devise plans to increase user engagement
- Design sites and marketing materials that employ customer information in resourceful ways by researching best practices, applying relevant marketing techniques, cleverly presenting key strengths, and capitalizing on most appealing elements
- Ensure compliance, site integrity, and accessibility by utilizing webmaster tools and UNL's Site Checker, identifying and addressing any non-compliant elements, and following all A11Y and 508 compliances to guarantee ADA and WCAG standards are met
- Build rapport with web designers to develop marketing materials that maximize user experience
- Developed and refined marketing e-mails using a custom-made template, ensuring backward compatibility through creative problem solving to ensure an appealing marketing product without sacrificing aesthetic appeal
- Assist other university departments with website improvement and maintenance, suggesting improvements and assisting with updates
- Helped to determine future policies and changes to the UNL web template, such as browser support, fonts, and valid coding, as an active participant on the UNL Web Development Leadership Governance Board for 3 years

Web Designer and Developer | *Self-Employed* – Lincoln, NE   2006-Present

- Strategize, design, and develop customized websites that maximize user experience by carefully assessing client desires, researching competitors' sites, developing and adapting aesthetically pleasing designs consistent with company marketing and industry standards
- Designed mockups with tools Adobe XD, Figma, and Sketch utilizing UX/UI and design standards according to the client's specifications
- Improve the page rank and search results sites using SEO and Google AdSense by promoting the most cost-effective viable key words, verifying sufficient load speed to increase page rank, and passing Google's lighthouse to ensure site is free of errors
- Present annually at Nebraska.Code() on topics such as User Centered Design, Web Animation, and using REST with WordPress
- Self-initiated training to improve ability and efficiency using PHP, JavaScript, SQL, WordPresss, React, C# and other web technologies
- Designed and developed a website with a team of faculty and students using JSON REST and Flexbox to teach Chinese characters from the pinyin letters using visual and audio queues to reinforce a relationship with the characters
- Developed a gradebook and testing application in PHP as a proof of concept for Master's project
- Adapted an online course in Canvas using gamification techniques that used a creative narrative as a form of teaching

Software Developer II | *Assurity Life Insurance Company* – Lincoln, NE   2014-2019
- Developed sections of a complex website with dozens of pages using the .NET framework to make sites with a team of people using front and back-end technologies, such as ASP.NET Razor Pages, JavaScript Libraries, and SQL to efficiently retrieve customer data
    - Assured consistency across the web application with the project owner and Business Analyst by verifying updates were to owner specifications and making changes as needed
    - Completed and tracked software development tasks using various Agile methods such as Kanban and Scrum
    - Created both Stored Procedures in SQL and programmatically called to the database with C# Linq
- Created specialized systems to meet needs for the team, such as developing a knowledgebase CMS system for department documentation of known issues and solutions, designing a WordPress theme from an empty template and connecting it to an Active Directory, building a virtual machine in Linux, and setting up Apache and WordPress
- Developed unit and integration tests using MSTest and Selenium to provide a strong level of code coverage
- Utilized tools such as Swagger and Postman to implement and test our own as well as third party REST APIs.
- Added Google Analytics click events to track video play counts or when certain pages are clicked to aid in marketing evaluations
- Managed the Fonts used across several sites using Adobe TypeKit by compiling a list of currently used textiles on the website, cataloging font weights and types, and applying them to a TypeKit as a reference for which sites used specific fonts
- Set up the CI/CD pipeline for several web applications through Microsoft Azure DevOps so that the applications would successfully deploy through multiple test and production environments as well as handle load balancing
- Aided the Assurity marketing team with HTML and CSS issues in various email templates in Hubspot by helping to determine why emails weren't displaying correctly, fixing formatting issues, and training the team on HTML and CSS concepts to aid in future development
- Researched and presented about web development topics quarterly, effectively training individuals of varying experience

Web Developer | Lincoln Journal Star – Lincoln, NE   2013-2014
- Created an automated weekly customized report that shared relevant analytics data about consumer traffic with leadership
- Analyzed data from Google and Adobe Site Catalyst to identify popular and struggling areas of the website, creating custom queries to pull the most relevant data and screen out unimportant information
- Developed a job search site in Drupal, trained content administrators how to use it, and gave specific access to users for only relevant parts of the site
- Created social media campaigns and implemented advertising campaigns, monitoring clicks and analytics to verify effectiveness, and developing related microsites to track efficacy and consumer responsiveness
- Collaborated with coworkers to design and program interactive maps and other modules which enabled customers to find specific information by state

Lead Web Developer | *Nebraska Transportation Center, University of Nebraska-Lincoln* – Lincoln, NE   2012-2013
- Independently monitored and managed several code repositories (SVN) and virtual servers by scheduling backups and strategizing disaster recovery, monitoring and updating security protocols, and training team to ensure accurate creation and backup of content
- Managed multiple concurrent projects and 3 web development staff for Nebraska Transportation Center (NTC) and affiliates
    - Coordinated and directed build of platforms and systems for affiliates of NTC, such as a Q & A forum where experts could answer questions posted by website users
    - Improved efficiency and workflow for office staff through meticulous training on how to make website changes and use the repository correctly to prevent errors and lost data
    - Dependably delivered 6 mass mailings of newsletters monthly by coordinating with designers and editors to build newsletters, organizing contacts in an access database, and creating and running queries to categorize recipients
    - Assigned tasks to team members based on their strengths and weaknesses, monitored progress, corrected errors, encouraged professional development to improve programming abilities, and advocate for staff benefits
- Created a PHP server running Apache with a MySQL database on Windows 2008
- Trusted with managing login credentials for several accounts including social media, e-mails, servers, and databases

SOFTWARE KNOWLEDGE
- **Front End**: HTML5, CSS, JavaScript, jQuery, AJAX, React, Angular, VueJS, Bootstrap, SASS, Grunt, Gulp, Webpack, Drupal, WordPress
- **Back End:** C#, .NET, NodeJS, PHP, Laravel, SQL, XML, JSON, REST, NPM,
- **Testing**: Selenium, MSTest, Moq, Fakes, Jest
- **Adobe**: XD, Photoshop, Illustrator, InDesign, Premiere, Edge, Animate, Dreamweaver
- **Microsoft**: Microsoft Visual Studio, IIS, SQL Server Management Studio, MS Office, Visio, Active Directory, Azure
- **Other Software**: Canvas, Sketch, Figma, Hubspot, NVDA (screen reader), Apache, SVN, GIT, TFS, and TweetDeck