

# Tessa Woodard

UI/UX Front End Web Developer

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## EXPERIENCE

### DealerOn, Remote — *Web Designer*

January 2025 - PRESENT

Design and code responsive web pages using HTML5, CSS3, and jQuery in a proprietary CMS

Create functional, visually appealing designs aligned with branding and UX best practices

Optimize web pages for performance, accessibility, and user experience

Troubleshoot design challenges and collaborate with internal teams on solutions

Implement modern design techniques to stay ahead of industry trends.

### Crocs, Remote — *Digital Developer, Web*

February 2024 - September 2024

Developed e-commerce solutions using SFCC/Demandware API, Sandboxer, and React for storefront code

Streamlined workflows with Bitbucket, Figma, and responsive design tools for wireframing

Enhanced user experiences by optimizing performance and addressing design constraints

Developed cross-browser websites in an Agile environment, completing tasks within sprints

Ensured ADA compliance with accessibility tools and managed CMS platforms like Okra, Contentstack, and Storybook

### Crocs, Remote — *Front End GTM Developer*

March 2022 - February 2024

Partnered with UX and Design teams to craft responsive, cross-browser templates for GTM campaigns

Managed e-commerce storefront assets in Salesforce Business Manager, integrating third-party tools

Developed and optimized HTML/CSS to ensure ADA compliance and maintain brand consistency

Diagnosed and resolved global codebase issues, improving platform stability and user experience

Provided accurate effort estimates and project scope guidance for timely B2B and B2C delivery

## EDUCATION

### Devmountain, Remote — *Full-Stack Web Development Certification*

August 2020 - October 2020

Graduated with Honors

## SKILLS

HTML5

CSS3

JavaScript (ES6+)

React

jQuery

Bootstrap

Material-UI

SASS

Styled Components

Photoshop

Adobe XD

Figma

Responsive Design

Cross-Browser Compatibility

ADA Compliance

Web Accessibility (WCAG)

UX Best Practices

Page Speed Optimization

SEO Best Practices

Lighthouse Audits

Performance Debugging

Code Efficiency

Salesforce Commerce Cloud (SFCC)

Contentstack

Storybook

Contentful

Strapi

Okra

Version Control (Git, Bitbucket, GitHub)

Agile & Scrum Methodologies

Chrome DevTools

BrowserStack

Cross-Browser Testing