

OVERVIEW

Experienced web/UI designer with diverse background ranging from UX research to full-stack web development. Strong communication skills combined with experience leading and growing remote teams while maintaining focus on UX best practices optimized for accessibility and performance.

EMPLOYMENT

Senior Web Manager UX/UI, NanoString Technologies

April 2022 – present

- Lead the execution of web development-focused initiatives based on business needs, data, and insights
- Provided strong UX/UI design leadership and innovation to increase web engagement and conversion metrics
- Recommended and implemented strategies for improving WordPress site performance, SEO and accessibility
- Collaborated with cross-functional marketing, creative, and product management teams to define project requirements, scope, and deliverables and lead project execution

Co-founder and Design/Dev Team Lead, Cornershop Creative

June 2012 – April 2022

- Co-founded and grew agency providing web services to nonprofits and mission-driven organizations from three co-founders to a team of ~30 in less than 10 years
- Led and performed discovery, UX, design and development work, including custom WordPress theme and plugin coding
- Planned and implemented integrations between WordPress and third-party systems, including several CRMs (e.g. Blackbaud Luminate)
- Hired and managed a team of designers, developers and QA personnel committed to delivering client success on-budget
- Evolved role from discovery, design and development to providing art direction, UX and technical/architectural guidance to subordinates

Senior Web Designer, New Signature

October 2009 – June 2012

- Conducted discovery interviews and generated recommendations documents
- Developed wireframes and prototypes for website redesigns
- Crafted and presented creative work (web designs and other creative artifacts) to clients
- Implemented Drupal and WordPress themes in html/css/javascript/php
- Led client trainings on using Drupal
- Managed small satellite office, as well as several projects

SELECT SKILLS

Information architecture
Wireframing
Prototyping
Responsive web design
Print & visual identity design
Standards-compliant and accessible HTML5, CSS, and JavaScript
PHP, esp. WordPress development
WCAG 2.1 compliance
Front-end web performance
Basic MySQL, Apache, Linux administration
Creative problem-solving
Critical thinking
Remote team management
Hiring, training and performance management
Professional internal and external communications

TOOLS

mac OS
Figma
Axure RP
Sketch
Photoshop
Whimsical
Google Workspace
Slack
git
SCSS

EMPLOYMENT (CONT'D)

Design+Development Lead, Firefly Partners

October 2009 – October 2010

- Led client discovery processes via phone, questionnaire and in-person meetings
- Developed sitemaps and wireframes for website redesign projects
- Crafted and presented creative work (web designs) to clients
- Coded page templates, wrappers, behaviors, etc. in html/css/javascript
- Implemented designs on a variety of CMS platforms, incl. Drupal, WordPress, and Convio
- Leveraged third-party APIs (Twitter, Flickr, et al.) to offer enhanced website functionality

Creative & Technical Manager, Free Press

June 2003 – June 2008

- Created and iteratively enhanced custom, dynamic website CMS built in PHP
- Handled all front-end coding of websites and applications, including information architecture, HTML, JavaScript, CSS and third-party API interactions
- Designed and applied organization-wide brand and a variety of campaign and conference identities to a complete range of collateral, including websites, ads, business cards and brochures
- Shaped online communications strategies, copyedited outreach and marketing materials

SELECT PRESENTATIONS

- “Stop Redesigning Your Website and Start Evolving It,” Netroots Nation 2020 (virtual).
- “Accessibility: Beginning the Journey,” WordCamp Sacramento 2018.
- “Securing Your Website With HTTPS,” Nonprofit Technology Conference 2018.
- “Accelerating Custom Development with Dynamic Scaffolding and WP-CLI,” WordCamp Seattle 2017, WordCamp Sacramento 2017.
- “How to Talk to WordPress with AJAX,” WordCamp Columbus 2015.
- “Front-end Performance Optimization,” WordCamp Dayton 2014.
- “Finding Your Way with Sass+Compass,” HTTPQ (Albuquerque meetup), 2013.
- “High Performance Front-End Development,” WordCamp Albuquerque 2012.

EDUCATION

Bachelor of Fine Arts in Graphic Design, Iowa State University, Ames, IA

Graduated with Honors and with Distinction

ERRATA

- Contributed two patches to WordPress Core, as well as other work to related projects
- Authored and contributed nine plugins to the official WordPress.org plugin repository
- Developed, art directed and launched *Bacon Wars*, a tabletop game published by AEG in 2015
- Designed+developed site named the People’s Choice Webby Award, 2007, Activism Category
- Appeared as a contestant on *Who Wants to be a Millionaire?* in 2005