

Kristen Smith

WEB PROFESSIONAL WITH EXPERIENCE DESIGNING AND HAND-CODING WEBSITES FOR SUCCESS.

kristen@lilpixel.com • www.lilpixel.com

PROFILE

Enthusiastic front end web developer and user interface designer who embraces good design theory and clean, standards compliant code in creating web apps/websites. I am an excellent listener and a fast, diligent learner who is hungry for knowledge and constantly acquiring new skills. My current objective is furthering my knowledge of Javascript into advanced frameworks Node.js and Backbone. I am a positive team player known for contributing clean, creative solutions as well as my technical ability.

TECHNICAL SKILLS

Modern Web Stack: Hand-Coded HTML5, CSS3, jQuery / JavaScript, LESS / Sass, Bootstrap
Works Well In: ASP / ASP.NET, .Net / C#, PHP / Wordpress, Kentico CMS, SharePoint CMS
Apps & Tools: Sublime, Beanstalk / SVN / Cornerstone, Jira / Basecamp / 5pm / Trello, Photoshop, Dreamweaver, Visual Studio, Illustrator, CodeKit
Delivery: Responsive Web Design, Mobile Development, Progressive Enhancement, SEO, Standards Compliant, Cross-browser Compatible, Bronto / Mailchimp, Google Analytics / Urchin, Google Adwords / Adsense

PROFESSIONAL EXPERIENCE

lilpixel.com

08/10 – Present

Owner/Front End Web Developer / Web Designer / Graphic Artist

Duties: Design and develop digital marketing material on a freelance basis for a wide range of clients.

- Work with small/medium sized business owners to create or redevelop their web presence
- Create sites using various Content Management Systems (Kentico and WordPress) using development with PHP, and semantic HTML, CSS and add interactivity with JavaScript and libraries like jQuery.
- Work with large digital agencies to create or redevelop a wide variety of websites for Fortune 500 companies. These contracts typically involve working within a large team consisting of numerous technical designers and developers in a remote and AGILE work environment

GORUCK, LLC

8/13 – 9/14

Front-End Web Developer / Web Designer / Graphic Artist

Duties: Design and develop digital marketing material; including company websites, email campaigns and blogs.

- Redesign and code a new front-end for e-commerce website with a focus on responsive design to provide customers with a better user experience, thus increasing conversation rates by utilizing HTML5, CSS3, jQuery/JavaScript, Bootstrap in a .Net/C# environment using Razor syntax, and CMS such as NOP Framework for e-commerce
- Design and develop custom WordPress theme for GORUCK's Blog, focusing on responsive design, organization and navigation
- Design and develop email marketing templates/campaigns utilizing HTML5 and CSS3, for integration with Bronto Software
- UI/UX designer of proprietary web application for managing GORUCK events

Adecco Group

2/13 – 8/13

Digital Producer / Web Developer

Duties: Working with project managers, design teams, and digital production teams to develop web sites and applications that improve the branding and marketing strategies of domestic and international clients.

- Develop and maintain high-end, effective websites and web applications by utilizing HTML5, CSS3, jQuery/JavaScript, ASP.Net/C#/VB, and CMS system (WordPress & SharePoint)
- Hand-code front-end solutions referencing site maps, wireframes, requirements documentation and visual design templates
- Update websites with content requests and complete re-branding of existing websites

Key Theory Digital Marketing, LLC

5/12 – 2/13

Web Design & Development Assistant

Duties: Work with project managers, design teams and development teams to create web sites and applications to improve the branding and marketing strategies of local small/medium sized business owners.

- Design, develop, test and deliver high-quality web / mobile sites, email newsletters and custom Facebook pages
- Convert Photoshop designs to HTML and CSS templates and develop custom WordPress themes
- Translate HTML into PHP for use in content management systems such as WordPress and MailChimp

Naval Continuing Care Retirement Foundation, Inc.

12/04–2/13

Administrative Assistant of Health Care Services

- Project manager for OnShift implementation; web-based nurse scheduling and notification SaaS
- System administrator for Upstairs Solutions an Electronic Employee Training System
- Design in-house flyers, publications and promotional material, provide computer support and training to staff

EDUCATION

Florida State College

Jacksonville, FL • 2012

Technical Certificate: Web Developer Specialist

Florida State College

Jacksonville, FL • 2012

Associate of Science: Digital Media / Multimedia Technologies

East Carolina University

Greenville, NC • 2003

Bachelor of Science: Double Major Sociology / Philosophy