

KATE M. WALSH

Web Developer and Designer
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With over 10 years of experience in computers and career focus in web development and design, I have a variety of technical and creative skills as a self-taught, agency-experienced web developer and designer.

WORK HISTORY

Front End Web Developer and Designer: X Factor Digital Media January–November 2015

- Maintained 40+ client and agency WordPress websites, with as-needed design and author work such as infographics, logos, posters, articles, and technical documentation
- Released 25+ sites in industries including medical, beauty, restaurants, e-commerce, real estate, and luxury
- Developed content collection site, increasing agency's freelance authors from 0 to 30+ and reducing editor publishing involvement with content syndication
- Redesigned property, increasing average on-page time by 2+ minutes and user-generated content submissions
- Developed medical web application, creating presentation of 20+ medical procedures on a human body, complemented with procedure-relevant assets

Front End Web Developer and Designer: Stylus Custom Apparel June 2013–December 2014

- Redeveloped primary brand's web presence and SEO strategy, increasing organic search traffic by 25%+ in 3 months and registering 6,000+ users in 1 year
- Developed fashion e-commerce site with 1,000+ sales within 6 months, created Excel templates with exported data to streamline order processing
- Created e-commerce site's design, social media, blog, and SEO strategy, awarded InkSoft Featured Site
- Created complex, multi-view e-commerce application mock-ups with detailed functionality proposal

Front End Web Developer and Designer: Personal / Freelance December 2001–Present

- Designed and developed personal and client sites in industries including small business, arts, e-commerce, education, automotive, and gaming
- Created gaming site with 75+ free image, code, and design resources, averaging 6,900 visitors per month
- Founded interactive community and game of 120 players, moderated 4000+ page wiki, authored 50+ pages of operational and technical documentation, and designed 30+ themes on multiple platforms
- Volunteered to redesign local shelter's site, minimizing volunteer maintenance with automated content feeds

EDUCATION

Diploma, Focus in Information Technology: Union County Academy for Information Technology 2002–2006

- Accepted to first graduating class of selective, magnet-style school with four-year Information Technology focus and all AP, Honors, or college equivalent classes
- Awarded selective technology department internship maintaining networks, hardware, software, and peripherals
- Earned 6 certificates: Oracle 9i DBA; Microsoft Word, Excel, PowerPoint Specialist; CompTIA A+ Hardware/OS
- Awarded Oracle Education Foundation ThinkQuest Best in Category 2004

SKILLS AND KNOWLEDGE

Web Development, Web Design, HTML, CSS, WordPress, Underscores (_s), WooCommerce, Gravity Forms, Content Management Systems, Wikis, Forums, PHP, MySQL, Grunt, Sass, Bourbon, Neat, Git, JavaScript, Adobe Photoshop, Adobe Illustrator, Search Engine Optimization, Google Analytics