

KATE M. WALSH

Front End Web Developer and Designer

KATEMWALSH.COM

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Rahway, NJ

Work History

Front End Web Developer and Designer: 2013–Present Stylus Custom Apparel

- **Primary Brand:** Redesign and redevelop web presence as a solo project over the course of eight months, including content refactoring and expansion, information gathering and data upload for over 200 products, custom e-commerce solution, user registration, login, and secure payments; prior SEO focus yielded 25% traffic increase within three months and 6,000 users registered within one year
- **Secondary Brand:** Design and develop e-commerce site and order processing workflow; launched site to over \$30,000 in revenue and nearly 1,000 sales within the first six months
- **Tertiary Brand:** Redesigned third-party service website; social media and blog content management
- **Project:** UI design and project management of fashion design and e-commerce web application

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

- Create standards-compliant, accessible, cross-device, hand-coded websites with custom themes and custom functionality development using Content Management Systems
- Develop and implement social media and syndication strategies, processing images and text for the web with SEO and appropriate brand voice in mind
- Incorporate dynamic or third-party content via server and client-side scripting

Community and Game Administrator: 2001–2007, 2009–Present ‘Souls RPG

- Founder of 13 year old advanced online game operating with volunteer staff team of 8 to 15 managing an interactive community of up to 10 player-lead groups, 120 players, and 230 game characters
- Authored comprehensive, user-friendly gameplay and technical staff documentation, administrated 4000+ page game Wiki and 50+ pages of completely custom internal documentation
- Developed 30 custom forum themes across three forum platforms, including colorblind-accessible theme

Computer Service Technician: 2004–2006 Union County Vocational Technical Schools

- Awarded selective summer and after school internship in technology department while attending UCAIT
- Maintained, upgraded and repaired networks, hardware, software, peripherals, and labs

Education

Select Web Development and Design Skills Self-Taught

- Photoshop, Illustrator, Pixel Art, Digital Illustration and Image Manipulation, Wireframing, SEO, Social Media, Web Content, Local Development Environments, XAMPP, WordPress, phpBB, HTML5, CSS3, Sass, LESS, Git, Grunt, JavaScript, jQuery, PHP, MySQL, Page Speed Optimization, Web Accessibility

College Student: 2008–2012 Union County College

- Pursued Associate degree in Liberal Arts

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

- Accepted to selective, competitive county-wide high school of choice with strong, four-year focus in Information Technology and all AP or Honors-level classes
- Newspaper Editor (design, proofreading, copyediting, writing)

Certifications and Awards

- **2013:** InkSoft Featured Site for InkThread.com
- **2005:** Certified Oracle 9i Database Administrator OCA
- **2004:** Awarded Oracle Education Foundation ThinkQuest Best in Category
- **2004:** Certified Word, Excel, Powerpoint Microsoft Office User Specialist
- **2003:** Certified CompTIA A+ Hardware/Operating Systems