



# Chris Kraft

UI/UX Expert • Web Developer • Graphic Designer

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## CORE SKILLS

### Expert

- HTML
- CSS (Tailwind, Sass, and Less)
- Bootstrap
- Responsive Web Development
- Content-First Design
- Adobe Photoshop, Illustrator, InDesign, XD, and Acrobat
- [Affinity Designer](#), Photo, and Publisher
- Directly interfacing with clients and stakeholders
- Leading projects of various team sizes and areas of expertise

### Proficient

- Figma
- W3C Accessibility
- Javascript & jQuery
- Agile Scrum

### Understanding

- SEO
- Astro framework
- PHP
- SQL, MySQL, PostgreSQL, MongoDB
- React
- Node
- Git
- Jira and ADO
- AWS Lightsail, Amplify, and Route 53

## EXPERIENCE

### Redi-Rock Structures of OKI (via intellifi)

UI/UX Designer, WordPress Developer, Marketing Expert

May 2023 - Present

- Co-lead a brand immersion workshop with the owners
- Created logos using Figma and Affinity Designer
- Co-authored and created brand guidelines, using Figma, which include:
  - Logo anatomy and usage
  - Typography
  - Color palette
  - Photography guidelines
- Created a wireframe prototype using Figma
- Contributed to content strategy and optimization
- Designed the website interface using Figma, including custom art with Affinity Designer and Photo

### Roads Rivers and Trails

Web and Marketing Consultant, 2010 - Present

- Worked directly with the owners to create, maintain, and evolve the website, including:
  - Custom WordPress (HTML, CSS, JavaScript, PHP) development to support a responsive UI and web accessibility compliance
  - BigCommerce customization (HTML, Sass)
- Web-hosting DevOps with AWS and BigCommerce
- SEO implementation consultation
- Web and marketing work has contributed to:
  - 500% growth in sales since launch (~15% year-over-year)
  - 10,000+ captured customer contacts
  - 50,000+ total customer base
  - \$40,000+ in extra sales from implementing BigCommerce in 2021

### Bearded Artist

Web and Marketing Consultant, 2017 - Present

- Launched and maintained the website, including:
  - Custom WordPress (HTML, CSS, Javascript, PHP) development to support a responsive UI and web accessibility compliance
  - Storefront customization (HTML, JavaScript, Sass) in BigCommerce
- Web-hosting DevOps with AWS and BigCommerce
- SEO implementation consultation

# EDUCATION

## Web Development Boot Camp, 2020

### Eleven Fifty Academy

Indianapolis, IN

## B.S. Digital Design, 2002

University of Cincinnati: College of DAAP

Cincinnati, OH

## DeveloperTown

Human Factors Software Engineer, March 2021 - May 2023

### United Nations Joint Staff Pension Fund

- Worked directly with UNJSPF staff and leadership, including the Representative of the Secretary-General, to restructure and optimize an outdated UNJSPF website
- Assisted in user interviews with current and retired UN employees from across the globe to identify strengths and weaknesses of the website's content organization and user experience
- Conducted a technical analysis of the UNJSPF website and interviewed content editors regarding their workflows and pain points
- Lead a team of UN developers to create a WordPress website that:
  - Supported the new content organization and website interface
  - Provided content editors additional flexibility, and less dependency on the developers, for creating new content

Worked directly with various industry experts from Mosaic, Your Money Line, and Indianapolis Habitat for Humanity to create and maintain websites in WordPress.

Created websites using Astro (framework) for Detour and DeveloperTown Values.

## Eleven Fifty Academy (EFA)

Learning Assistant, Aug 2020 - January 2021

- Created and directed a testing program within EFA to assist students in earning their CIW User Interface Design Certification
- Established EFA as a CIW Certified Testing Center, resulting in a 32% reduction in cost-per-exam

## TouchPoint One

Remote Web Developer, Aug 2018 - Jan 2020

- Co-developed an agent-coaching feature in the award-winning Sidekick (a call center SaaS)
- Created and maintained the UI and UX for performance review and internal communication tools using AngularJS, SQL, JavaScript, HTML, and CSS

## **Chiappetta Shoes** (via Moser Consulting)

Remote WordPress Developer, Feb 2018 – July 2018

- Constructed responsive user interfaces from designer mockups within a custom WordPress theme using HTML, CSS, JavaScript, and PHP
- Built custom, responsive menus that integrated with WordPress e-commerce plugins

## **Cisco** (via iTalent)

Web Designer, Oct 2017 – Jan 2018

- Created content and improved the UI for Cisco's Support and Downloads using HTML, CSS, JavaScript, and Adobe Experience Manager

## **Clubessential**

Front-End Web Developer, Mar 2016 – Oct 2017

- Designed the UI and UX of an online food ordering feature in Clubessential's proprietary management software using HTML, CSS, JavaScript, and jQuery
- Coded custom websites for multimillion-dollar clients such as Disney Club 33, McConnell Golf, and Hershey Country Club using HTML, CSS, JavaScript, and jQuery

## **NSIXTY**

Director of Development, Mar 2015 – Mar 2016

- Directed and managed a project team of developers
- Designed green screen kiosk user interfaces for clients such as Fox Broadcasting, Ricola, and several Gannett brands
- Co-developed and designed the UI and UX for mobile apps and flatscreen display graphics for ESPN Toyota Sportsnation *Pulse of the Nation Tour*
- Coded and launched the initial Produce Perks website in addition to producing artwork for billboards, bus wraps, and other physical advertisements

## **Zipscene**

Front-End Web Developer and Designer, Aug 2011 – Mar 2015

- Constructed and maintained the UI and UX of websites using HTML, CSS, JavaScript, WordPress, and PHP for clients including Steak 'n Shake, Macaroni Grill, Marco's Pizza, McAlister's Deli, Potbelly, and Sizzler

## **School Outfitters**

Senior Designer, March 2005 - August 2010

- Created and maintained the UI and UX of School Outfitter's proprietary, e-commerce platform using HTML, CSS, Adobe Photoshop, and Adobe Illustrator
- Implemented wireframing and rapid prototyping into the iteration process of the website's UI and UX
- Conducted A/B testing with a data analyst to improve the UI and UX of the customer shopping experience
- Directed a team of graphic/web designers and photo editors

## **Electronic Art Internet Solutions**

Web Developer and Graphic Designer, August 2003 - March 2005

- Integrated online shopping cart software into several Midwest ski resort websites
- Created online group registration software for Perfect North Slopes
- Created an interactive terrain park with a content management system for the Perfect North Slopes website using Adobe Flash, HTML, JavaScript, and ASP