Chris Kraft

UI/UX Designer • Front-End Web Developer • Accessibility Advocate

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SKILLS

Professional

Content Strategy

UI/UX Design

W3C Accessibility

User and Process Flows

Agile Scrum

Branding

Illustration

Photo Editing

DevOps

Design

Adobe Creative Suite

Affinity Designer, Photo, Publisher

Figma

Coding

HTML

CSS (Tailwind, Sass, Less, Bootstrap)

Javascript & jQuery

Astro framework

Git

Jira, ADO, Trello

PHP

SQL, MySQL, PostgreSQL, MongoDB

React, Next.js

Node

EDUCATION

B.S. Digital Design, 2002
University of Cincinnati: College of DAAP

PROFILE

With over 25 years of expertise in web development, graphic design, and marketing, I infuse every digital experience and print piece with a meticulous attention to detail. My problem-solving approach ensures that each project not only meets overarching business objectives but prioritizes accessibility and usability for all people.

EXPERIENCE

DeveloperTown

Human Factors Software Engineer, March 2021 - May 2023

United Nations Joint Staff Pension Fund (UNJSPF)

- 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with UNJSPF staff and leadership, including the Representative of the Secretary-General, to restructure and optimize an outdated UNJSPF website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 for Detour and DeveloperTown Values.

TouchPoint One
Remote Web Developer, Aug 2018 – Jan 2020

Chiappetta Shoes (via Moser Consulting)
Remote WordPress Developer, Feb 2018 – July 2018

Cisco (via iTalent)
Remote Web Designer, Oct 2017 – Jan 2018

Clubessential
Front-End Web Developer, Mar 2016 – Oct 2017

EXPERIENCE *(continued)*

NSIXTY
Director of Development, Mar 2015 – Mar 2016

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

School Outfitters
Senior Designer, March 2005 - August 2010

Electronic Art Internet Solutions
Web Developer and Graphic Designer, August 2003 – March 2005

FREELANCE HIGHLIGHTS

Redi-Rock Structures of OKI *(via intellifi)*
UI/UX Designer, WordPress Developer, Marketing Expert, May 2023 - Present

- Co-lead a brand immersion workshop

- Created logos using Figma and Affinity Designer

- Co-authored and created brand guidelines, using Figma

- Created a wireframe prototype using Figma to optimize content and improve UX

- Designed the website interface using Figma, including custom art with Affinity Designer and Photo

- Built a custom site in WordPress Oxygen Builder

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