# Michelle Pakla

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## Why Michelle?

I'm a web designer and front-end developer looking to contribute to a collaborative team that loves to create beautiful, usable websites.

## Experience

**Front-End Web Developer and Designer**
*AgFirst Farm Credit Bank*, Ongoing-1 year (Contract)

- Oversee customers' website redesigns, collaborating with content writers, designers, and developers
- Design for usability, focusing on best practices for design and development to create the best user experience possible
- Develop responsive sites using HTML5 Boilerplate and Twitter Bootstrap within enterprise-level Kentico CMS
- Code sites from scratch using HTML5, CSS3, jQuery, and C#
- Build wireframes and mockups in Muse, Axure, and Photoshop
- Conduct cross-browser testing (Chrome, Firefox, Safari, IE8-IE11)
- Extensive testing of each site on several mobile and tablet devices (Apple, Android, Windows, and Kindle)
- Maintain sites developed in Dreamweaver and Muse
- Create and maintain forms using JotForm
- Facilitate meetings and presentations with customers to discuss the redesign process and troubleshoot issues
- Present sites at each major milestone (AGILE methodology) to communicate designs to clients and implement client feedback
- Serve as interim senior web developer:
    - Manage web team, overseeing quality assurance and assigning project tasks
    - Main point of contact for high-level web-related issues
    - Train new professional designer/developer employees how to code and design within the constraints of Kentico
    - Consultant for team and clients regarding best UX practices
    - Make decisions regarding site UX and UI for best user experience
    - Help management determine most successful course for web project
    - Work with IT to design and develop internal bank websites

**Front-End Web Developer and Designer**
*Warehouse USA*, Ongoing-3 years

- Redesigned company website (Dreamweaver, Photoshop, Illustrator)
- Coded website using HTML5, CSS3, and jQuery
- Made decisions about UX and UI to create better site usability
- Created wireframes and mockups in Illustrator
- Developed within the Miva Merchant CMS
- Converted the previous table layout into a div-based layout
- Conducted cross-browser testing in all major browsers and implemented jQuery when needed to create a seamless look and feel
- Integrated a Wordpress blog into the main website and created a theme to match the website layout
- Maintained the website after redesign and updated pages as needed
- Made offshoot website for LaToscana products using Dreamweaver
- Rebranded Warehouse USA: Logo, email templates, and website redesign
- Developed strategies to boost Warehouse USA's web presence via social media marketing

**Graphic Design Intern**
*University of South Carolina Aiken*, Marketing Department, September 2012 - May 2013

- Created and modified logos using Illustrator and Photoshop
- Designed marketing collateral such as flyers and postcards with Illustrator, Photoshop, and InDesign
- Helped web team with site redesign in dotCMS
- Created PowerPoint templates with Illustrator, Photoshop, PowerPoint

# Expertise

## Programs
- Illustrator
- Photoshop
- Dreamweaver
- InDesign
- Muse
- Axure RP
- Adobe Acrobat
- Adobe Flash
- MS Office Suite
- Google Analytics

## CMS
- Kentico
- Miva Merchant
- Wordpress
- dotCMS

## Skills
- HTML5
- CSS
- Web Design
- Responsive
- UX Design
- JavaScript/jQuery
- Illustration
- Branding
- Logos
- Social Media

# Education

**Bachelor of Arts in Graphic Design**, Summa Cum Laude with Honors
*University of South Carolina Aiken*

# Awards and Certificates

- Online Marketing Certified Trained Practitioner, Market Motive March 2014
- Outstanding Student in Studio Art
- Outstanding Student in Philosophy
- University of South Carolina Aiken Honors Society