

# Larry Gray

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UI Designer/Developer • User Experience • Web Graphic Design

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Highly innovative, passionate and results-oriented UI Designer with four years of experience in UI/UX design, HTML5/CSS3, email development, social media marketing, SEO and traditional print design. Phenomenal track record of designing and developing responsive websites.

## Technical Expertise:

- HTML5/CSS3
- Adobe CC
- SEO
- CMS
- JavaScript
- JQuery
- Agile
- HTML Email
- Social Media
- Microsoft Office
- Bootstrap
- UI/UX Design

## Education

Bachelor of Science in **Multimedia Design and Development** at DeVry University, Illinois (2011 – 2014)

CodeAcademy Pro Intensive Website **UI/UX Course** completed on Jul 30, 2018

## Professional Experience

### Web Publisher at BNSF Railroad

February 2018 - Present

- Created dynamic web content for the internal and external BNSF Web environment for responsive and intuitive for end users
- Developed UI/UX Wireframe prototypes for clients utilizing user stories for robust web pages.
- Developed iterations of web pages and applications from prototype to production using agile work principles.
- Successful support of baseline working to include managing content requests in SharePoint, Teamsite and other enterprise CMS frameworks.
- Collaborated with clients using agile methodologies and BI research to scope page redesigns for prototyping and wireframe redesigns.

#### Technology Used:

- HTML5/CSS3
- Photoshop
- Illustrator
- SEO
- GitHub
- Adobe Premiere
- HTML Email
- Bootstrap
- Social Media
- JavaScript
- JQuery
- Microsoft Office

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## **Web UI/UX Designer at T-System Inc.**

June 2016 - November 2017

- Created marketing collateral including websites, emails, videos, presentations, brochures, banners, posters, trade-show booths and social media campaigns.
- Developed a corporate wide style library to promote consistent product and marketing strategies.
- Developed social media strategy along with supporting marketing collateral that increased the online engagement by 5%.
- Designed prototypes to A/B Test future include landing pages, emails, and implementation of responsive redesign.
- Refactored websites to increase SEO/SEM which resulted in increased leads for the website.
- Responsible for update and maintenance of existing website.

Technology Used:

- HTML5/CSS3
- Photoshop
- Illustrator
- SEO
- PHP
- Salesforce
- Adobe Premiere
- HTML Email
- Social Media
- WordPress
- JQuery
- Microsoft Office

## **Web Designer at Creative Circle/Amethyst Dr. Pepper**

May 2016 – May 2016

- Creatively conceptualized HTML5/CSS3 banner ads utilizing (Google Web Designer) storyboards to be utilized on Desktop/Tablet/Mobile Devices.
- Consulted with creative team to develop responsive banner advertising that would display the brands message utilizing modern web technologies by successfully bringing awareness to current marketing initiatives.
- Utilized Adobe Creative Suite to customize images to be displayed in Responsive/HTML5/CSS3 technologies.
- Successfully created animated banner imagery by developing in-line HTML5/CSS3/JavaScript prototypes that could be displayed utilizing customer branding imagery.

Technology Used:

- HTML5/CSS3
- Photoshop
- Illustrator
- Google WD
- Javascript
- JQuery

## **Web UX/UI Designer/Developer at Cornerstone Credit Union on League**

December 2015 – May 2016

- Lead the design, development and maintenance for 6 company websites.
- Collaborated with project manager to complete an UX audit of digital content.
- Refactored website to be compliant with various web browsers, responsive and added more user-centered design elements.
- Utilized custom CMS system to update and develop new content.
- Created prototype icon based UI/UX layout for client web interface (Can be viewed on request).
- Developed email newsletters for Cornerstone Marketing team that were complaint with various browsers and email clients.
- Successfully managed sites while utilizing best practices.

Technology Used:

- HTML5/CSS3
- Photoshop
- Illustrator
- InDesign
- JavaScript
- WordPress
- Invision
- HTML Email
- CMS
- Agile Scrum
- JQuery
- Microsoft Office

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## Web UX/UI Designer/Developer at Five Star Institute

September 2015 – December 2015

- Lead the design, development and maintenance maintenance of content on all company websites.
- Prototyped and adapted wireframes utilizing Adobe Fireworks.
- Consulted with content authors to develop results-oriented marketing strategies and digital media collateral.
- Developed front-end HTML5/CSS3 to W3 complaint standards to ensure cross-browser compatibility.
- Facilitated WordPress migration and implementation in addition to updating existing HTML/CSS/PHP markup on company CMS platform.

Technology Used:

- HTML5/CSS3
- Photoshop
- Illustrator
- InDesign
- JavaScript
- WordPress
- Invision/ WebFlow
- HTML Email
- CMS
- Apache/PHP
- JQuery
- SEO

## Web Designer at Mouser Electronics

August 2014 – September 2015

- Maintained the design, layout, coding, and maintenance of technical content on applications, and technology sites on the Mouser website.
- Summarized technical content in a variety of media into a HTML/CSS/JavaScript/JQuery code to be utilized on the Mouser website.
- Communicated technical advice to product content team in the area of HTML and CSS issues with product content pages
- Aided the Technical Content Director and Technical Content Authors with development of results-oriented SEO marketing strategies and programs.
- Developed Prototypes utilizing the latest UI/UX design trends.
- Maintained customized sites while updating with HTML5/CSS3/JavaScript/JQuery technologies.
- Utilized A/B testing to find best design framework for consumer interaction.
- Created custom wireframe prototypes while collaborating with engineers utilizing Fireworks/Photoshop technology.
- Developed Page Mark-Up utilizing best SEO practices to increase page views and site traffic.

Technology Used:

- HTML5/CSS3
- Photoshop
- Illustrator
- Fireworks
- JavaScript
- WordPress
- Invision/ Axure RP
- SEO
- Agile Scrum
- A/B Testing
- JQuery
- Microsoft Office

## Awards/Certifications/Accomplishments

- T-System CHART Award Employee of the Quarter
- Lynda Social Media ROI Certificate
- Lynda Social Media Marketing Twitter - LinkedIn - Facebook
- Lynda Responsive HTML Email Certificate
- Successfully orchestrated complex projects from the idea stage from design, mock-up, and final rendering to meet client expectations while building customer loyalty.
- CodeAcademy UI/UX Pro Intensive Certification