

SENIOR DESIGNER & FRONT-END WEB DEVELOPER

ASHE ABBOTT DIBLASI

I've been creating websites for more than 17 years, contributing to all phases of the website life cycle — like discovery, strategy, user experience, design and development.

Professional Experience

Senior WordPress Developer

Firefly Partners, May 2023 – present

- Provide WordPress development expertise as an independent contractor.

Senior Experience Designer & Developer

Tuzag, July 2021 – May 2023

- Contributed to fast-paced development of flagship app as part of small startup
- Served as sole designer and front-end developer
- Led discovery processes and made strategic and creative decisions, to include app brand, user experience, user interface, information architecture, development and more
- Designed app logo and other brand assets
- Crafted thoughtful user experiences, including creating wireframes
- Designed user interface mockups
- Led app front-end development utilizing React and Meteor

Senior Web Designer & Developer

Beyond Definition [Bates Creative], November 2015 – June 2021

Previous Titles: Web Developer, Web Designer & Developer

- Participated in or led discovery process and provided strategic solutions, to include audits and recommendations for user experience, user interface, information architecture, web technology and more
- Crafted thoughtful user experiences, including creating and analyzing usability tests and designing wireframes
- Designed user interface for websites, emails and mobile apps
- Developed WordPress websites and custom WordPress themes, hard coded websites, front-end website code for back-end integration, HTML emails and Twixl apps
- Ensured website accessibility as projects required
- Performed cross-browser and email client quality assurance testing, as well as Google Lighthouse audits for performance, accessibility and best practices
- Participated in client-facing and internal meetings

CONTACT

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TECHNICAL SKILLS

- HTML5
- CSS3, Sass, Bootstrap
- JavaScript ES5 / ES6, React, Meteor, Next.js, jQuery
- Gulp, Webpack, Babel
- Git, GitHub, GitLab
- WordPress (PHP, SQL)
- Website Accessibility
- Twixl
- Mailchimp, HubSpot
- Google DevTools, Google Lighthouse, BrowserStack
- Microsoft Visual Studio Code, Sublime Text 3, Atom
- Adobe XD, Illustrator, Photoshop
- Jira
- Mac, Windows

EDUCATION

Udacity

React Nanodegree

University of North Carolina at Chapel Hill

Bachelor of Arts in Anthropology

Body Therapy Institute

Diploma in Massage Therapy

- Received and integrated feedback from clients and colleagues
- Provided WordPress and other website training for clients and colleagues
- Helped establish and refine web department policies, processes and practices
- Vetted all web department applicant experience and skill, recommended candidates and participated in interview and hiring process
- Led web department for three years, until company restructuring resulted in non-hierarchical senior position
- Supervised one employee for two years
- Projects included clients such as Air Force Association, American Marketing Association, American Psychiatric Association, Architect of the Capitol, Arms Control Association, Carol Highsmith, Cisco, Express Lanes, ExxonMobil, Garfinkel + Associates, Society of Women Engineers, Unisys, World Food Program USA, YMCA and more

Designer & Front-End Web Developer

Ashe Abbott Design, April 2006 - March 2015

- Specialized in custom WordPress solutions
- Developed large and complex WordPress website for Lifetime's The Conversation, including integrating APIs, e-commerce and discussion features
- Designed and developed biweekly digital issues for fashion industry digital magazine What's Contemporary, utilizing JavaScript and CSS3 for animation effects
- Developed and launched over 100 websites, both CMS-based and hard coded
- Fostered long-term client relationships
- Solely responsible for every aspect of business
- Clients included Lifetime's The Conversation, What's Contemporary, Amanda de Cadenet, Nailtiques, John Pierre, Social Kaboom and others

Lead Front-End Web Developer

Social Kaboom, September 2010 - December 2011

- Designed and developed websites, email marketing and social media marketing
- Provided high volume of work with tight deadlines
- Supervised up to 11 employees, both creatively and managerially
- Organized all projects and relevant staff
- Served as liaison to clients
- Helped establish many foundational policies, processes and practices