

Phillip Lovelace

UI/UX DESIGNER & UI DEVELOPER

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SUMMARY Highly innovative, passionate and creative UI/UX designer and front-end developer passionate in the areas of product design, front-end development, website performance, and user experience while creating forward-thinking designs for web and mobile products.

Over 18 years of experience in understanding and developing products from concept ideas into production along with a strong background in search engine optimization (SEO) and website performance. Highly effective written and verbal communicator who enjoys working on both large projects as part of a team or small projects while flying solo.

EXPERIENCE **Education Elements Inc.** **Nov 2016 - Nov 2019**

Lead Product Designer / Front-end Developer San Carlos,

Education Elements helps today's most innovative school district leaders nurture the potential of every student by working side by side with districts to create personalized learning environments.

The majority of work focused on Touchpoint, an online project management tool that is used by the company's consulting team, school district leaders, and school staff across the country to help support the implementation of the personalized learning methodology.

Experience Includes:

- Lead UI/UX and design projects from concept to production.
- Generated wireframes, interactive prototypes (Invision) and hi-fidelity visual UI design mockups (Sketch)
- Worked hands-on with the development team, assisting with HTML/CSS creation to ensure accurate design implementation.

- Collaborated with co-workers and clients on user research studies and meeting with district leaders and teaching staff to better understand product usage.
- Participated in on-site and online client usability studies and testing.
- Developed email templates for automated notification emails through hand-coding and/or the Foundation responsive email framework.
- Collaborated with the marketing department to maintain and update Hubspot and Wordpress websites.

Fixya Inc.

Front-end UI Developer

Apr 2010 - Oct 2016

San Mateo, California

Fixya is the world's largest product support community site. With a community of 30+ million monthly visitors who collaborate on consumer product-related problems and support issues.

Worked as the primary front-end developer on the product team developing interfaces for all Fixya services including websites, emails, and mobile products.

Experience Includes:

- Lead front-end development through 3 major redesigns of the entire Fixya website, 2 major redesigns of the Fixya mobile website, and production of 6ya responsive website and single page mobile web app.
- Hand coding front-end interfaces using HTML, CSS, and jQuery while including cross-browser support and device testing for desktop, mobile web, and responsive websites.
- Converted Photoshop, Illustrator, and Fireworks files into standards-compliant HTML and CSS.
- Developed and maintained responsive websites based on Bootstrap and Angular Material UI frameworks.
- Developed and maintaining multiple Wordpress themes for company blogs.
- Developed hand-coded email templates for system emails and marketing emails for use with the Mailchimp platform.

- Created wireframes and web page mockups using Photoshop.
- Optimized web pages and graphic assets for performance based on best practices.
- Continually optimized Fixya website based on SEO best practices to increase organic website traffic – including writing web page titles, meta descriptions, and on-page related text.
- Introduced idea and led the project along with UI development of Fixya's first mobile website after alerting executives to growing mobile trends and website traffic. Prior to this project, Fixya had no mobile presence.
- Helped with web site content moderation and resolving SEO related issues.
- Worked as the main point of contact for all front-end related issues.
- Worked closely with web designers, project managers, and executives to fully understand and execute project requirements.
- Worked closely with QA and engineering teams to ensure product function and look as designed during development and production releases.

Pixelflips

Founder, Web Designer

Mar 2007 - Apr 2010

Berlin, Germany

A small web design and development firm founded while living abroad in Berlin Germany. I focused on designing and developing websites for various clients and small businesses.

Experience Includes:

- Met with US-based clients (SF, ATL, NYC) and abroad (BERLIN, DE) in order to better understand business objectives and to gather project requirements.
- Designed website prototypes, high-fidelity mockups with Photoshop and including design revisions based on client feedback prior to coding.
- Hand-coded prototypes and websites using standards-compliant and semantic HTML, CSS, and jQuery.

- Helped clients set up website hosting and with domain purchases when needed along with managing hosting in some cases.
- Built websites based on Wordpress and Joomla platforms for both small businesses and mid-size startups.
- Optimized websites and graphic assets based on performance best practices.
- Provided high-level overview and training of SEO best practices and working with clients to optimize website content for users and search engines alike.
- Managed the delivery and hand-off of websites along with Wordpress and Joomla training in order to allow clients to create/manage their own website content.
- Maintained working relationships with clients through website maintenance and updates as needed.
- Managed project timelines, time tracking, and accounting.

Enstrumental

May 2004 - Apr 2010

Web Designer & UI Developer

Atlanta, Georgia

At Enstrumental we maintained a relationship with Ski West providing website development and SEO services continuing a relationship with Overstock.com through acquisition in 2005. In addition, worked with a wide variety of clients providing services in the areas of web design, front-end development, and SEO.

Ski West Inc.

Jan 2002 - Jun 2004

Web Designer & UI Developer

Park City, Utah

Worked in-house within the online marketing and design departments on a network of local, niche websites within the ski and travel industry.

SKILLS

UI/UX Design • Front-end Development • HTML • CSS • Sass • jQuery •
Web Design • Website Planning • Website Performance • Mobile Web
Apps • SEO & Website Optimization • Email Development • Responsive
Web Design • Wordpress Theme Development • Project Management •
User Research

TOOLS

Sketch • Figma • InVision • Zeplin • GIT • Adobe Creative Suite
Wordpress • VS Code

EDUCATION

Northwest Shoals Community College

2000

Muscle Shoals, Alabama
General entry-level courses.

Allen Thornton Career Technology Center

1996-1999

Killen, Alabama
Graphic arts and communication courses.