BETTY BAKER.io

FRONT-END WEB DEVELOPER & GRAPHIC DESIGNER

CONTACT

heybetty@bettybaker.io

Chicago, IL 60622

EDUCATION

BFA GRAPHIC DESIGN

Miami University of Oxford, OH

2008-2012

SKILLS

HTML

CSS and SCSS

SalesForce, Magento 2, Word-Press, Drupal

JavaScript and JQuery

Responsive Email Development

Git and Github

PHP and PHP based CMSs

Adobe Photoshop, Illustrator, InDesign

Sketch, InVision

Trello, Basecamp, Asana

Github

Agile, Scrum

EXPERIENCE

CONTRACT DEVELOPER AND DESIGNER

Shure | 2018 - present

Evaluated and re-organized internal communication procedures, and conducted training with stakeholders to migrate users to SalesForce. Hand-coded on-brand responsive emails for internal communications. Worked with Global Marketing Team to design and hand-code responsive global marketing templates and component library to be used by designers for Shure around the world.

FREELANCE UI/UX DESIGNER

Avani Miriyala Strategy and Design | 2018

Designed wireframes and mockups for ecommerce website Active Edge Gear prior to their feature appearance on the daytime television show The Doctors.

CONTRACT DEVELOPER AND DESIGNER

Paper Source | 2018

Hand-coded responsive customer-facing transactional emails in Magento 2. Developed landing pages, navigation, and additional website components. Assisted in the launch of Paper Source's new global web presence.

FREELANCE DEVELOPER

Street Level Studio | 2017 - 2018

Updated and maintained existing websites on e-commerce CMSs such as Magento 2, Drupal, and WordPress. Hand-coded responsive e-mails and archive pages for Canon B2B Newsletters.

FREELANCE DEVELOPER AND DESIGNER

Claire's and Icing | 2017

Collaborated with Claire's and Icing's design and marketing teams to create shoppable themed landing pages and email campaigns for Back-to-School and Halloween 2017. Assisted in implementing a new 'shoppable bundles' feature.

LINKS

bettybaker.io

linkedin

github

codepen

instagram

INTERESTS

gardening

science fiction

powerlifting

dogs (cats are good too)

bicycling

cooking

entrepreneurship

blogging

coffee

AWS cloud computing

video games

traveling

FULL-STACK DEVELOPMENT APPRENTICE

Sparkbox | 2017

A six-month full-stack apprenticeship designed for individuals who are excited to make their mark on the web industry by building beautiful, responsive, standards-compliant web sites and apps. Apprenticeship curriculum included exploring the agile process, working with node.js in terminal (CLI) and GitHub, and advancing skills in responsive development, TDD, JavaScript, Sass, CSS3 and HTML5.

FRONT-END DEVELOPER AND DESIGNER

LexisNexis | 2015-2016

Collaborated with a group of producers to develop a network of training & support websites. Worked in tandem with project managers, design specialists, and subject matter experts in designing and developing global training materials.

PREPRESS MANAGER AND CREATIVE CONSULTANT

Greyden Press | 2014-2015

Responsible for company-wide typesetting, book cover illustration, book design, epub and mobi ebook creation, and standard prepress for digital printing.

GRAPHIC DESIGNER FOR WEB

Wholesale Marine | 2013-2014

Updated and maintained existing websites on e-commerce CMSs such as Magento 2, Drupal, and WordPress. Hand-coded responsive e-mails and archive pages for Canon B2B Newsletters.

HELPDESK ATTENDANT

Miami University IT Services | 2012

Customer-facing troubleshooting of general Tier 1 computer problems.

APPRENTICE

Bill's Art Store | 2008-2012

Assisted and studied under artist William Berry. Areas of empahsis in graphic design, creative thinking, leadership, craftsmanship, business, and community building.