BECKY CLAY

FRONT-END WEB DESIGNER & DEVELOPER

I design simple, intuitive websites that engage visitors and meet business objectives. I code clean, SEO-optimized HTML and CSS, enabling websites to load quickly and work across multiple browsers. I have extensive experience with email newsletters, e-commerce platforms and a variety of content management systems.

CONTACT INFO

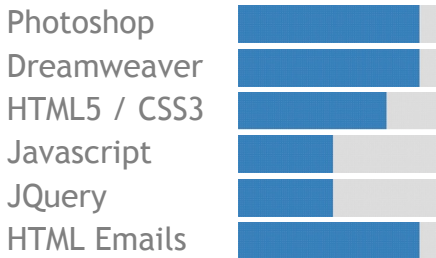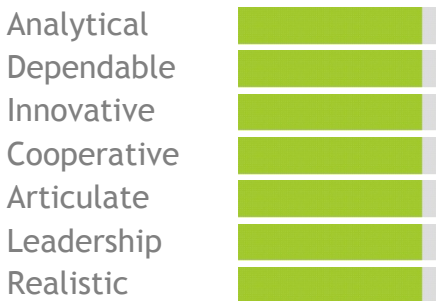- (714) 308 - 4602
- becky.clay@gmail.com
- www.beckyclay.com
- Costa Mesa, CA

PROFESSIONAL SKILLS

- Photoshop
- Dreamweaver
- HTML5 / CSS3
- Javascript
- JQuery
- HTML Emails

PERSONAL SKILLS

- Analytical
- Dependable
- Innovative
- Cooperative
- Articulate
- Leadership
- Realistic

EMPLOYMENT HISTORY

Graphic Designer/WebMaster   Aug 2013 – Present
Smarthome

- Played a central role in transitioning the company's e-commerce website to the Magento Enterprise platform. Key tasks included: Creating new header banners for 70+ landing pages, creating full-functioning HTML/CSS mockups for Certona integration and extensive CSS and template page modifications to improve overall look and feel.
- Implemented tracking code on all website banner images to track the Visits, Revenue, Transactions and Conversion Rate per image and used this information to make informative decisions regarding banner messaging, placement and duration.
- Redesigned/Redeveloped the "Smarthome Videos" section of the website utilizing Youtube playlist feeds, providing users with a current design and functionality while also automating the process of adding YouTube videos to the webpage.
- Redesigned/Redeveloped the company onboarding emails with an updated look that is consistent with the Smarthome brand.

Online Designer   Feb 2012 – Aug 2013
White Cap Construction Supply

- Participated in the preparation and launch of the company's e-commerce website using the IBM WebSphere platform.
- Re-designed the company's email marketing templates be less image-heavy using inline CSS, increasing open and click rates; deployed these emails using Silverpop Engage email software.

HOBBIES & INTERESTS

Designing

Coding

Philosophy

Running

Traveling

- Interacted daily with marketing, product and content managers to gather project requirements and concepts for landing pages, HTML emails, banner ads and hero graphics.
- Defined, championed and continually improved the company's web design and development process.

Senior Web Designer/Developer   Jan 2004 – Nov 2011
MediaBlend

- Owned direct and primary accountability as a Team Leader in the creative design, implementation, and maintenance of company software and web design products.
- Led projects in a collaborative environment that included consulting colleagues, outside consultants and management.
- Managed multiple projects in a fast-paced, deadline-driven environment.
- Synthesized client feedback, custom programming requests and product knowledge to make recommendations on procedures and product development.
- Daily use of Wordpress and Joomla content management systems, Zen Cart e-commerce websites, Adobe Creative Suite, Mac OSX, MS Office, IIS, DNS, Email Server.
- Setup and maintained renewals of over 300 hosting accounts through GoDaddy's web administration.
- Setup and maintained email accounts for all hosting clients using MailEnable server software and also assisted clients with the setup of POP accounts on various email devices.
- Designed, launched and maintained multiple e-commerce websites using the Zen Cart platform.
- Designed, developed and deployed company email newsletters using e-NewsletterPro email software.

EDUCATION

PHILOSOPHY / Bachelor of Arts
University of California - Irvine, Irvine CA

MULTIMEDIA DESIGN / Associate of Science
Brooks College, Long Beach CA