

WENDY DALE SMITH
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OBJECTIVE

Seeking a position utilizing over 20 years of professional experience as a UX, UI, Accessibility, and Front-End Applications Developer, and Multimedia Designer with extensive skill in Marketing and Communications.

EMPLOYMENT EXPERIENCE

March 2020 – Present

CPS Energy – Contract

500 McCullough Ave, San Antonio, TX 78215

UX/UI & Accessibility Developer

Developing the User Experience and Accessible Interactions for all CPS Energy for internal and external customers, with a focus on advancing next generation modern digital workplace technology. This involves A-to-Z collaboration with business to create functional specifications and designs that are then translated into software solutions. Major focus on ADA Compliance & Accessibility & Remediation. Types of tools utilized include AEM (CRXDE Lite, Java components), Git, GitLab, HTML, CSS, JavaScript UI plugins, Node.js, Vue, Vuetify, Bootstrap, jQuery, Adobe Creative Suite (Photoshop, Illustrator, Xd), and Adobe Analytics.

June 2014 – December 2019 (relocated to Bulverde, Texas)

MOTOR Information Systems

1301 W. Long Lake Road, Suite 300, Troy, MI 48098

UX Engineer / Applications Developer (Front-End)

Primary role is developing the user experience (UX) for new and existing web applications from initial stakeholder engagement and user analysis to final coding of the UI within the development IDE (VS Code). This involves UX analysis of visual concept integrating business use-cases, user testing, and UI prototyping from preliminary flat prototyping, hard-coded HTML/CSS/JS prototypes, to final development of the UI. Expertise in the latest front-end design coding and coding methodology standards - CSS/SASS/LESS, HTML5, Bootstrap 4 framework, Angular framework (UX/UI concentration) - to create front-end UX/UI for dynamic single page applications (SPAs) with mobile-to-desktop responsive design.

April 2012 – May 2014

UnitedHealth Group

26957 Northwestern Highway, Southfield, MI

Sr. Web Designer & Developer

UI design comping in Adobe Creative Suite and coding web-based application prototypes in HTML5, CSS3, jQuery, jQueryUI, jQuery Mobile. Focus on responsive design, progressive enhancement, clean code, elegant design, validation, web content accessibility compliance (WCAG and 508), multi-browser compatible web sites, and media-dependent style sheets (media queries).

May 2010 – March 2012

Cengage Learning

27500 Drake Road, Farmington Hills, MI 48331

Web Designer

Development of both internal and online products for library systems and academia (K-12 to advanced degree level), designing user interface (UX and UI design) and coding the web-based applications in HTML5, XHTML, CSS, jQuery. Focus on clean code, elegant design, validation, web content accessibility compliance (WCAG and 508), multi-browser compatible web sites, and media-dependent style sheets (progressive enhancement with media queries to enhance mobile device compatibility).

May 2006 – October 2009

U.S. Concrete, Inc.

2925 Briarpark, Suite 1050, Houston, TX 77042

Creative Director & Project Manager

Developed brand identity for 5th largest concrete corporation in the nation. Managed branding standards and marketing design for all 15 subsidiaries. Developed and managed public and internal websites. Designed and implemented publications and marketing material in all media formats. Oversaw production and implementation of corporate marketing initiatives such as tradeshow events, enterprise research planning (ERP) and charity events. Responsible for all print media and web site development, using Adobe Creative Suite and coding in HTML, CSS, JavaScript and ASP. Brochures, ads, tradeshow displays were produced with QuarkXPress 6.0 and InDesign. Photography with nation-wide field shoots resulting in over 5000 professional marketing images.

August 2004 – May 2006

US Dataworks, Inc.

5301 Hollister Road, Suite 250, Houston, TX 77040

Manager, Creative Design

Established marketing Best Practices and Quality Assurance in company brand identity. Designed the company's software graphical user interface (GUI) for Clearingworks. Managed all marketing of software products. Responsible for all aspects of development, including consultations, estimates, copy and design, and final publication. Responsible for all print media and web site development, working primarily in HTML utilizing Adobe Creative Suite, with editing in JavaScript, XML and ASP. Print media (brochures, ads tradeshow displays) were produced with QuarkXPress 6.0 and InDesign.

December 2001 – August 2004

Stewart Title Guaranty Company

1980 Post Oak Blvd, Suite 800, Houston, TX 77056

Sr. Multimedia Designer

Extensive design in print media as well as various multimedia/web site development projects. Regarding multimedia and web design, I worked primarily in HTML utilizing Dreamweaver, Fireworks, Photoshop and Flash, with editing in CSS, JavaScript, XML and ASP. I created various Flash presentations utilizing Macromedia Studio MX. Print media, such as brochures, ads, and tradeshow booth displays, were produced with QuarkXPress 6.0. I was responsible for creating and maintaining Quality Assurance in corporate brand identity at a national and international level.

SKILLS & EXPERTISE

User Experience Design (UX)
User Interface Design (UI)
Responsive Web Design
Agile Development
Accessibility / WCAG / 508 &
ADA Compliance, WAVE,
Axe, Lighthouse, Silktide
HTML / XHTML / HTML5
CSS / Media Queries / Custom
Properties
LESS / SASS
Bootstrap 4 & 5 Framework
Angular, Vue/Vuetify, Node.js
jQuery
SEO
CMS
Eclipse
Visual Studio
VS Code
Team Foundation Server (TFS)

Adobe Creative Suite
Photoshop / Xd / Illustrator /
InDesign / Acrobat DC
AEM (6.1 – 6.5)
Wireframing
Live Prototyping
User Research & Analysis
QuarkXPress
Graphic Design
Art Direction
Creative Direction
Logo Design
Advertising
Email Marketing
Corporate Identity
Corporate Branding
Typography
Photography
Storyboarding
Copy Editing

Writing
Illustration
Print Production
Pre-press
4-color Process
Mac / PC / Linux
Layout
Graphics
Retouching
Brochures
Posters
Newsletters
Copywriting

Portfolio:
www.wendydalesmith.com

Operating Systems:
Mac/Windows/Linux (Ubuntu)

EDUCATION

Bachelor of Fine Arts Degree in Graphic Communications

Focus: Computer Graphic Design

College of Fine Arts, University of Houston,

Graduated December 1993, Final GPA 3.45

Completed 148 hours of undergraduate coursework

Honors: Cum Laude, Golden Key National Honor Society, Consistently on Dean's List

Master of Arts Degree in Anthropology

Focus: PaleoPathology, Forensic Anthropology, Human Osteology, Skeletal Analysis

College of Social Sciences, University of Houston

Graduated May 1999, Final GPA 3.87

Completed over 40 hours of graduate level coursework

Master's Thesis: *Diseases within an Ancient Maya Population; The Coexistence of Yaws and Iron Deficiency Anemia.*