

# JACEY GULDEN

Web Designer  
Front End Developer

Minneapolis, MN

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I graduated from Indiana University with a BA in Journalism, which included a focus on web and graphic design. I use this unique mix of communications experience and web development skill to design user friendly websites that generate leads. My specialties include front-end web development, UX design, graphic design, and Wordpress custom theme development. I believe in a mobile first approach to web design utilizing responsive web design techniques.

## Programing Languages

HTML

CSS

SASS

PHP

JavaScript

Angularjs

## Development Tools

Github

## Content Management Systems

Wordpress

Hubspot COS

## Graphic Design Software

Adobe Photoshop

Adobe Illustrator

## E-commerce Systems

WooCommerce

Insite Commerce

## Analytics Integration

Google Analytics

Webmaster tools

Hubspot

Marketo

## Certifications

Hubspot Certified COS designer

## EDUCATION

Indiana University - Bloomington, IN

Bachelors Journalism 2008-2012

## EMPLOYMENT

Front End Developer, Target

August 2016 - present

Front end developer on the UI team for the Inventory Management area in Supply Chain.

- Use Angularjs and Javascript to build front end capabilities for Target's internal Inventory Management Application.
- Collaborate with Product Owners and fellow Engineers using Agile practices to deliver on goals and objectives driven by business needs.
- Debug and write both functional and unit tests to minimize errors in code.
- Serve as team's UX design resource generating mockups to illustrate application workflows.

Web Designer/ Developer, Exosite

December 2015 - August 2016

Responsible for custom web design and development of marketing website to support lead generation efforts on the Exosite Marketing Team

- HTML/CSS/PHP development of custom Wordpress theme for customer-facing marketing website
- Led effort to launch international web presence working closely with Exosite team in Taiwan to translate and build their localized website.
- Served as key member of internal committee tasked to develop and standardize Exosite branding guidelines
- Designed custom HTML email templates to support lead generation efforts
- Utilized Hubspot marketing automation software to build landing pages and analyze marketing efforts

Web Designer, Insite Software

June 2015 - December 2015

UI/UX Designer on client implementations of Insite's B2B e-commerce application

- Worked with clients and internal implementation team to provide critical feedback on UX wireframes and web page mockups
- HTML/CSS development to address client-specific design concerns
- Participated in UAT to identify and remedy issues throughout implementation
- Worked in parallel with front and backend developers to implement application features using Agile methodology
- Utilized Git and source control to manage deployments

Web Designer/ Front End Developer, Synecore

July 2012 - June 2015

Responsible for custom web design and development, user experience planning, hosting and database management for Synecore and clients

- Worked closely with clients to build and redesign websites
- Delivered sitemaps, wireframes, user flows, and high fidelity web mockups
- Generated WordPress powered websites including installation, custom theme & plugin development, and ongoing updates.
- Developed custom websites utilizing HTML5, CSS3, and JavaScript.
- Responsible for onboarding clients to Hubspot platform utilizing Hubspot COS & custom web templates.
- Contributed relevant blog content to Synecore's Marketing Technology Blog.
- Created marketing collateral for lead generation and lead nurturing campaigns