

Michelle Gray

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Summary

Highly motivated Senior Front-End UI Designer/Developer with over 21 years' experience designing, developing, testing/debugging and managing SEO-driven websites and web-based applications for non-profit organizations, government agencies and the software/technology, retail, healthcare, printing/marketing and financial industries using the programming languages listed below.

Excellent communicator and collaborator with demonstrated organizational, project and cross-functional team management skills and a proven track record for delivering websites and projects on time and on budget.

Over 22 years' experience writing, editing and managing content for web and print publication, and optimizing content to maximize search engine rankings, and 17+ years' experience with a variety of content management systems (CMS) including Convio, WordPress, SharePoint, Kentico, TeamSite, Broadvision and others. Highly skilled at creating online marketing campaigns, SEO campaigns, social media and email campaigns, performing usability testing and analyzing data.

Technical Skills

Programming Languages

- HTML5 / HTML
- CSS3 / CSS
- JavaScript
- JQuery, Bootstrap
- Node.js,
- AngularJS
- AJAX
- XML
- PHP
- ASP.NET (VB.NET and C#)
- VB 6
- Active Server Pages (ASP)
- Java
- Firebug
- CGI / Perl
- SDLC
- MySQL
- MS SQL Server
- MS Access
- Agile, Scrum, Iterative, Waterfall

Software

- Adobe Creative Suite, including Photoshop, Illustrator, InDesign, Dreamweaver and Flash
- Microsoft Office Suite, including Word, Excel, Access
- Keynote
- Eclipse
- CMS – WordPress, SharePoint, Convio, Kentico, Broadvision, Blue Martini, TeamSite
- SalesForce
- PL SQL Developer
- PHPMyAdmin
- Visual Studio 2010
- MS SQL Server Management Studio
- Microsoft SQL Reporting Services
- Google Search Appliance
- Version control: Beyond Compare, Subversion (SVN), Visual Source Safe, Git
- Google Analytics
- Google AdWords

Awards/Achievements

Kohl's Corporation Associate of the Quarter

Experience

Web Designer/Developer

December 2015 – January 2018

Humane Society Silicon Valley – Milpitas, California

- Developed and maintained the Humane Society's main website using Convio CMS, HTML 5, CSS 3, JavaScript and JQuery. Managed Google Analytics and reporting.
- Developed a SalesForce VisualForce application to log visitors to the Humane Society.
- Developed a shared alliance website built on WordPress.

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- Designed and developed two intranet sites: one on Drupal for staff and one on WordPress for volunteers.

Front End UI Web Designer/Developer

April 2015 – December 2015

Insight Global assigned to Hewlett-Packard – Palo Alto, California

- Implemented new branding guidelines using responsive HTML 5, CSS3, Javascript, AngularJS, Node.js, Bootstrap, JQuery, JSON, and ASP.NET for Hewlett-Packard News Now intranet website.
- Guided other teams in their implementation of the new branding guidelines.

Front End UI Web Designer/Developer

December 2013 – March 2015

Lynx Software Technologies - San Jose, California

- Designed, updated and maintained all aspects of the Lynx Software Technologies website with SEO awareness. Wrote HTML, PHP, Javascript, AngularJS, CSS, and MySQL code by hand and in WordPress.
- Maintained and synchronized the website's PDF brochures with updated website content, using Adobe InDesign and Illustrator.
- Created and executed HTML emails, integrated with Salesforce.com database, for Lynx Software Technologies press releases, article publications and other company announcements.
- Managed social media for Lynx Software Technologies, including Twitter and Facebook.
- Solely managed the conversion of the website from a non-WordPress site to a WordPress site in coordination with a company name and domain name change.

Front End Web Developer / UI Designer

August 2013 to November 2013

Robert Half Technology, Assigned to CalCPA (California Society of CPAs) - San Mateo, CA

Managed all of CalCPA's web properties and internet presence, including assembling, developing and maintaining the site's content, services, functionality and quality. Responsible for full project leadership, including application architecture, design input, site layout/user interface, UI, UX, database design/programming, and ASP.NET (VB.NET), Javascript and JQuery development, and actively managed the continual development of features for the website while maintaining a consistent look and feel throughout all web properties. Managed Google Analytics, Ad Tracking and reporting.

Responsibilities:

- Designed and built website using ASP.NET and VB.NET, with content being dynamically delivered based on the visitor's role (student, teacher, new CPA, experienced CPA, area of specialty).
- Managed design, coding and general production for calcpa.org and associated websites.
- SQL Server development.
- Developed new website in Drupal.
- Gathered requirements and produced design, functional and technical specifications.
- Managed Google Analytics, Ad Tracking and reporting.

Front End Web Developer / UI Designer

May 2013 to August 2013

Tiva Systems, assigned to Cisco Systems - Santa Clara, CA

Responsible for programming two intranet portals. These portal delivered customer analytics and client support ticket requests to the account managers, enabling the account managers to provide better customer service.

Responsibilities:

- Developed an internal analytics portal using ASP.NET (VB.NET) and MS SQL Reporting Services.
- Program enhancements for an intranet reporting portal, using HTML5, jQuery, AJAX, CSS3, and CGI/Perl.

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- Review and test code created by other developers on the team.

Front End UI Web Designer/Developer

January 2013 to April 2013

Superior Support Resources, Assigned to Milwaukee County Department of Family Care - Milwaukee, WI

Responsible for building enhancements for and supporting a web-based software application (MIDAS) that is utilized by a majority of Care Management Organizations in Wisconsin. The application tracks the health and daily living needs of the elderly, physically disabled and developmentally disabled, and the information contained in the system is entered by the case managers, medical professionals and service providers, as well as via EDI transfers between MIDAS and various State and Federal agencies.

Responsibilities:

- Program enhancements for a web-based software application using ASP.NET (VB.NET), ASP, VB, AJAX, JQuery and SQL.
- Create reports in ASP.NET (VB.NET) and SQL Reporting Services.
- Provide Level 3 technical support to users.
- Review and test code created by other developers on the team.

Front End Web Designer/Developer

July 2012 to January 2013

Froedtert Health - Menomonee Falls, WI

Responsible for maintaining the internal and external websites for one of the top hospital/medical clinic systems in Wisconsin. Primary developer on the external website redesign/consolidation/content migration project. Additionally responsible for implementing and configuring the Google Search Appliance on the new website which required writing complex coding logic into the Google XSLT.

Responsibilities:

- Designed and maintained 5 websites for Froedtert Health, using Visual Studio 2010, ASP.NET (VB.NET), ASP, VB, AJAX, JQuery, SQL and Adobe Creative Suite.
- Implemented and configured the Google Search Engine Appliance on the new Froedtert Health website.
- Facilitated usability testing sessions and focus groups.
- Created, administered and managed Sharepoint sites for the various departments of Froedtert Health.

Front End UI Web Developer

October 2006 to July 2012

Kohl's Corporation - Menomonee Falls, WI

Responsible for ensuring that the kohls.com website remained up, so that customers were able to shop, orders were processed and reports were maintained. Partnered with key business users to identify and document reporting requirements, developed solutions to meet business reporting needs, analyzed processes and developed best practice solutions that address business reporting issues/concerns. Developed, tested and delivered merchant business reports that drove sales and profitability, and tracked key business drivers, and associate payroll time reporting.

Development:

- Supported and developed code for a multi-million dollar e-commerce website (www.kohls.com) built on Blue Martini architecture (based on J2EE). Site is developed in Java and JSP.
- Supported Kohl's corporate website using HTML, Javascript, CSS, ASP.NET (VB.NET), ASP, VB.
- Wrote and supported batch processes in UNIX and Window's environments.
- Constructed SQL queries in Oracle (kohls.com), DB2 and SQL Server (Kohl's Corporate Websites).
- Created, scheduled and maintained over 75 Crystal Reports.

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- Supported Kohl's Store Locator that extensively used XML and XSL/XSLT to incorporate driving directions and present store-related information.
- Supported Direct Ship Project to dramatically increase online sales and provide ability to increase SKUs available on site from 40,000 to over 150,000. Worked with over 100 vendors, and thoroughly tested their EDI files to ensure compliance with Kohl's standards.
- Assisted in gathering business requirements, prepared design/technical specifications, and programmed and tested system functionality for the new site in large upgrade project.
- Assisted in detecting and improving site performance to help site remain operationally sound during peak holiday periods.

Other Responsibilities:

- Provided technical support to business in regard to their data mining and data analysis needs.
- Developed reports based on documented requirements and design specifications, utilizing Business Objects, Crystal Reports, Microstrategy 8 and 9, MS Access, and SQL (Oracle and DB2).
- Tested and validated data contained in reports, reviewed deliverables, and ensured that the report met the requirements and design specifications before forwarding to business partner for their review/approval.
- Published reports to various SharePoint sites.
- Communicated with project lead and stakeholders regarding overall progress, milestones, dependencies, deliverables, critical path, contingency ideas, and technology needs in a timely and clear fashion.

Front End UI Web Designer/Developer

May 2002 to September 2006

Proven Direct - Menomonee Falls, WI

Managed the online marketing design and development team. Responsible for designing and maintaining the Proven Direct website. Designed and developed e-mail marketing campaigns and built e-commerce and other web applications for clients. Created several print-on-demand catalogs and print-on-demand variable templates.

Development:

- Designed, programmed and maintained corporate website and client websites and web applications using a combination of HTML, Javascript, CSS, CGI, Perl, ASP.NET (VB.NET), ASP, VB, Access, SQL Server, Photoshop, Fireworks and streaming media.
- Designed, programmed and maintained a website/web application for an investment banker that calculated portfolio recommendations based on investor's risk tolerance, and generated customized PDF contracts, agreements and portfolio statements based on real-time information stored in a SQL database.
- Designed and programmed several SQL Server 2005 reports for ASP.NET (VB.NET) applications.
- Built several e-commerce and other online applications for clients using ASP and Access.
- Created e-mail marketing campaigns for clients, including the Milwaukee Ballet and M&I Bank.
- Created several print-on-demand catalogs and print-on-demand variable templates using Quark Xpress, Illustrator, Adobe InDesign, Adobe Acrobat plug-ins, and PTI FusionPro.

Management

- Managed a team of one graphic designer and one developer and was the primary developer for provendirect.com.
- Managed all online marketing projects for Proven Direct, including our clients' online marketing projects, leading all projects from requirements definition through development, testing, deployment and maintenance.

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Front End UI Web Designer/Developer

July 2001 to March 2002

StreetCance Marketing Communications - Milwaukee, WI

Built and maintained websites and databases for their clients on both NT and UNIX platforms using HTML, Javascript, CSS, CGI, Perl, ASP, SQL Server, MySQL, Oracle, Photoshop, Fireworks and streaming media.

Development:

- Built a secure online bill payment system for a prominent Milwaukee area hospital using CGI/Perl, and VeriSign's Commerce Site Pro/Payflow Pro.
- Built a secure online membership registration system using CGI/Perl.
- Created an online patient's diary system for a Milwaukee area hospital using CGI/Perl and XML.
- Enhanced a large hospital/medical website, converted it to a new design, modified CGI scripts and implemented a subscription-based electronic newsletter using CGI/Perl.
- Enhanced a password protected extranet website using ASP pages and SQL Server.

Front End Web Designer/Developer

November 1999 – March 2001

E-Stamp Corporation – Mountain View, CA

Development:

- Enhanced and maintained pre-Broadvision version of the corporate B2C and B2B website, co-branded partner sites and marketing campaign sites using a combination of HTML, Javascript, CSS, Active Server Pages, and Annuncio tracking software.
- Designed, maintained and managed the Broadvision website and the online store by creating and modifying Broadvision Java Server pages and administering the SQL database using the Broadvision Dynamic Command Center (DCC).
- Managed the online store catalog, which included adding product SKUs, making pricing modifications and launching special discounts and promotions.
- Enhanced the functionality and interactivity of the website by creating web applications using Javascript, Java Server Pages, Active Server Pages (ASP) and CGI/Perl.

Team and Project Management:

- Managed a team of one graphic designer and two developers, in addition to being one of the primary developers of estamp.com.
- Played a key role on the website redesign and implementation team. Worked with the design firm to develop design and functionality for dynamic website on Broadvision platform providing for a dynamic, customized user experience. Was the project lead in launching the new Broadvision website, which provided the ability to present customized content and an e-commerce component with dynamic pricing.
- Coordinated activities among cross functional team, including Marketing, IT, Customer Support, and Web Production, to ensure all co-branded partner and marketing sites were developed on time.
- Led and coordinated cross-functional teams to implement modifications to the E-Stamp website, including collaborating with IT staff to execute changes to the Broadvision architecture, including database schema, to enable the site better meet changing business requirements.

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Front End UI Web Designer/Developer

October 1998 – November 1999

Silicon Valley Bank – Santa Clara, CA

Development:

- Launched and maintained Broadvision-based dynamic and personalized, password-protected B2B extranet website on a Solaris server, incorporating Oracle database connectivity.
- Maintained databases of content and personalization attributes using the Broadvision Dynamic Command Center; set up and administered user profiles/passwords; and assisted in the revision of Broadvision server-side Javascript pages that interacted with content and user databases.
- Enhanced the functionality of the website by creating web applications using Javascript and CGI/Perl.
- Solely responsible for HTML production of 600+ page website, including graphic design.

Freelance Webmaster / Web Developer / Web Designer

January 1996 – present

Pixels and Prose Web Services – Wisconsin and California

One Million Lights and One Million Students – Palo Alto, CA

- Designed, developed and maintained two Convio websites for a non-profit organization. The websites were later converted to WordPress.
- Managed Google Analytics and AdWords

Critter Sitters, Inc.– Milwaukee, WI

- Designed, developed and maintained website for pet sitting company, including online bill payment
- Implemented e-mail and social media marketing campaigns, including Facebook and LinkedIn.

Education

De Anza College: AA Degree in Liberal Arts, Computer Science, Web Design, Web Development, Journalism

West Valley College: Computer Science, Web Design, Web Development, Journalism

On-going Computer Based Training and Online Courses: Computer Science

Skills

Adobe Creative Suite, Adobe Dreamweaver, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, AJAX, Angular.js, ASP, ASP.NET (VB.NET), Business Objects (BO XI), CGI, content management, CMS, CMS – WordPress, Convio, Blue Martini, SharePoint, Drupal, CSS, CSS3, Eclipse, email design, Firebug, Git, Google AdWords, Google Analytics, Google Search Appliance, HTML, HTML5, iOS, JavaScript, JQuery, JSP, Linux, Microsoft Office, MS Access, MS SQL Server, MS SQL Reporting Services, MS SQL Server Management Studio, Microstrategy 8 and 9, MySQL, Node.js, OOP, PAAS, Perl, PHP, PHPMyAdmin, PL SQL Developer, Salesforce, SDLC, SQL Stored Procedures, VB6, VB.NET, Version control: Beyond Compare, Subversion, UI design, Visual Basic (VB), Visual Source Safe, Visual Studio 2010, web servers, website design, web development, WordPress, writing, XML