

Hello! My name is

**Casey K. Davis**

Front-End Developer/Designer

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Grand Rapids, MI 49506

### *Summary:*

My primary career goal is to continue the integration of web-based development and programming concepts into my existing design background. In doing this, I have grown into a generalist, while having deep specialization in the core-areas where the two disciplines meet. Through recent work experience for various agencies and organizations spanning upward of 5+ years, I have further developed my skill and ability in both areas to a point of high-proficiency and unique value, which I hope to demonstrate and provide moving forward. Working simultaneously between design and development has given me growing ability to see the bigger picture at the organizational and project level, which allows for unique insights that have potential to increase revenue or reduce ongoing costs related to a given project.

Recently, I have been in a leadership role, overseeing the success and continual progression of the development team at YAC.so. In this role, I mentored and managed upward of four development interns, while assuring client work is delivered to specifications and on-time.

### *Work Experience:*

#### **YAC.so** // Front-End Developer

*March 2017 - November 2017*

300 Ionia Ave SW, 2nd Floor, Grand Rapids, MI 49506

888.244.7751

- Develop and maintain websites for a client base exceeding 900, across a wide range of industries according to project requirements and development best practices
- Integrate client websites with the companies proprietary CRM/CMS/Dashboard platform
- Lead a team consisting of two developers and up to four development interns
- Was primary developer for high-priority client needs, where quality of work and quick-turn around was directly proportional to company revenue
- Maintained standards and workflow process for client websites, which were developed according to files provided by the designer using HTML5/CSS3/SASS and JavaScript, then dynamically driven by integrating the front-end of websites with a custom PHP web application written in the Laravel framework
- Conceptualized methods and processes to improve said application functionality and forward development

#### **The Image Shoppe** // Front-End Developer

*June 2015 - September 2016*

756 Fulton St W, Ste 202, Grand Rapids, MI 49506

616.773.3010

- Take PSD design files and execute the designs in HTML/CSS/SASS/jQuery, while working closely with other developers and the design team to achieve positive results based on the requirements of our clients and stakeholders
- Adhere to tight deadline and budgetary restrictions, while delivering the highest-quality outcome
- Maintain and service legacy websites written on both WordPress and ExpressionEngine CMS platforms
- Develop custom, compatible, responsive HTML email templates for marketing campaigns and third-party platforms such as Mailchimp
- Research and help develop SEO best practices and techniques on a conceptual and technical level, with consideration to modern HTML5 layout technics and semantic HTML best-practices

*Work Experience (cont.):*

**Stevens Advertising** // Web Development Intern

*November 2014 - June 2015*

190 Monroe Ave NW, Ste 200, Grand Rapids, MI  
616.942.2801

- Conceptualized and completed two client websites from design to development
- Assist in developing website designs, from the wire framing and prototyping stage to development of finished website
- Assist in the active development of client sites, with most tasks concerning the visual design and HTML/CSS portion of development
- Convert static website templates to WordPress websites, utilizing a custom front-end framework built on top of Bootstrap 3, then styled with the LESS pre-processor and made dynamic using basic PHP template tags

**Rocket Science Creative** // Graphic Designer

*March 2014 - August 2014*

400 Ann Street NW, Suite 200, Grand Rapids, MI  
616.723.1958

- Worked with the Creative Director and Project Manager to conceptualize and execute designs primarily for print production
- Designed printed materials for a variety of applications such as social media campaigns, product inserts, decals, posters and even candy bar wrappers
- Conceptualized unique logo designs from pencil to vector, performed advanced photo-manipulations in Adobe Photoshop, and participated in branding and marketing brainstorming sessions for clients such as Merrell, Amway and prospective clients such as Kellogg's
- Completed work for national brand Jamba Juice as part of a new-product launch

*Education:*

**Kendall College of Art and Design**

*Bachelor of Fine Arts (B.F.A.), Interactive Design/Digital Media*  
2012-2015 (Graduated)

*Associates in Applied Science (A.A.S.), Graphic Design*

2010-2012 (Graduated)

*Skills and Software:*

HTML5, CSS3/SASS

JavaScript, JSON, jQuery

PHP, SQL, APIs

CMS/WordPress/ExpressionEngine

Git/Version Control

MVC/Software Concepts

SEO/SEM, Email Marketing

User-Interface/User-Experience Design

Visual Design (Sketch, Adobe Suite, Prototyping)