

Chris Lane Jones

UX/UI Web Design and Development

UX • UI • Bootstrap • WordPress • SEO • HTML • CSS/Sass • JavaScript ES6 • ARIA & WCAG 2.0 • OpenAI • ChatGPT • Linux • Git • Docker • AWS • Azure • Photoshop • Illustrator • Rapid Prototyping • Adobe XD • Figma • InVision

Experience

Chris Lane Jones - Freelance | Richmond, VA | March 2015 - Present

UX/UI Designer and Developer | Search Engine Optimizer

Clients include VITA (Virginia IT Agency), FDOT (Florida Department of Transportation), USDOT, AIS Network, Yellowstone Landscape, WorldStrides, Azzly EHR Software, Fisher Design & Advertising, Engage Marketing, and Elvacomm Logistics Marketing

- Build and edit responsive WordPress (and past software Drupal and Joomla) for national companies, utilizing a hosted server/Docker container, ensuring WCAG accessibility standards.
- Prototype and wireframe websites in Adobe XD, Sketch, Figma, Adobe Illustrator, Adobe Photoshop, and presented deliverables with InVision.
- Modify WordPress Gutenberg blocks, WordPress hooks, Composer with PHP, Advanced Custom Fields (ACF), OpenAI, ChatGPT, Rest APIs, and MySQL tables to expand website design and backend plugin functionality.
- Build websites using Bootstrap 3 and 4, HTML5, CSS3, Sass, and Docker Compose.
- Report analytics using case studies and design multiple versions of the webpage for A/B Testing.
- Eliminate website vulnerabilities by cleaning up malware and setting up CentOS security firewalls.
- Used workflow and chatbot automation software to improve productivity, increase sales, and improve customer retention.
- Created winning SEO and PPC campaign strategies that increased website traffic and engagement by up to 60% using SEMrush, Ahrefs, and wordsmithing SEO meta.

Blue Triangle | Richmond, VA | Nov 2021 - Jan 2023

UX/UI Designer and Developer | WordPress Plugin Developer

- Managed the company's main website, website server setup, and scheduled company-wide website releases.
- Trained the marketing team on website content release best practices: Repairing any mobile responsive issues, page speed bottlenecks, or WCAG accessibility issues.
- Led the team on the design and development of the new company WordPress site.
- Designed and coded the company's KPI benchmark WordPress plugin to increase aesthetic design, brand awareness, and added functionality (Used WordPress Codex, PHP, JavaScript, Tablesorter, Chart.js, Sass, and CSS).
- Integrated multiple APIs in the benchmark WordPress plugin to display more page speed results for company partners and potential clients.
- Improved the main website's speed by 50% using Google's PageSpeed Insights tests, improved sitewide SEO, and fixed accessibility issues.
- Presented improved results and proposed cost-cutting and efficient software alternatives in company-wide meetings.

Asponte Technologies | Remote | May. 2020 - Sept. 2020 and February 2021 - April 2022 | Contract

Lead UX/UI Designer and Developer

Sole UX/UI Designer/Developer for Homebase, a human resources enterprise intranet solution for IBM WebSphere.

- Led the Agile team on the design concept for Homebase. Implemented a light and dark mode utilizing a CSS variables method.
- Created a JavaScript switch inside IBM WebSphere that allowed switching between modes and submits the change to the browser's local storage, therefore, saving what color scheme the client prefers.
- Built several mockups for the client and implemented the design using InVision product design the latest Section 508 and WCAG compliant accessibility standards.
- Designed various responsive Bootstrap 4 components, for example, cards, tables, search UI, drag and drop elements, pagination, and hover cards.
- Utilized Bootstrap 4, Git, Adobe XD, CSS3, IBM WebSphere CMS, Wireframes, Figma, and JavaScript ES6.

RS&H | Remote | Sept 2020 - March 2021 | Contract

UX/UI Designer and Developer | Search Engine Optimizer

- Maintained several WordPress instances for a national engineering company.
- Designed and edited HubSpot automation software to reach out to potential clients and assist existing clients.
- Submitted winning SEO strategies and keywords that increased traffic for the social media posts and blog posts.
- Tested email campaigns with Litmus and HubSpot A/B results.
- Repaired the map plugin by fixing issues in the MySQL database.
- Built responsive landing pages for the Aerospace division.

Allianz Travel Insurance | Richmond, VA | Aug. 2019 - May 2020 | Contract (COVID-19 Layoff)

UX/UI Designer and Developer | Lead Technical Liaison for the Business Team

Designed and developed insurance offers for company partners: American Airlines, Amtrak, StubHub, Ticket Network, Egencia, Vivid Seats, GradGuard, and Vegas.com.

- Oversaw, and consulted each development project and updated the business team on the project status during the morning Agile sprint.
- Led technical communication strategies with partners to set up implementations: Ryzer, NelNet (GradGuard), Vegas.com, Ticket Network Required Choice, StubHub Mobile, Amtrak Omni, and Vivid Seats.
- Designed and migrated insurance offers built with React components into Fusion Core (proprietary).
- Built mockups for FileMaker Pro (PMS) and the project manager that was presented to the partner. Discuss in sprints Thompson A/B testing results and created prototypes to combat any low-performing areas. Presented UX/UI designs for future insurance offers monthly at roundtable events.
- Implemented approved human-centered designs for each partner.
- Utilized Bootstrap 4, Adobe XD, CSS3, Sass, Adobe Illustrator, Fusion Core CMS, and JavaScript ECMAScript 2020.
- Ensured Section 508 and WCAG compliant accessibility standards by setting ARIA landmarks, performing accessibility audits.

Adecco & Special Counsel | Jacksonville, FL | Sept. 2018 - Nov 2018 | Contract

UX/UI Designer and Developer

Designed and developed on WordPress, .Net, and Sitecore CMS in an agile environment on AWS servers for an international company.

- Launched pages and/or websites with over 1.5 million views a year. Created event pages for national and international hosted webinars on Sitecore CMS.
- Implemented Accessible Rich Internet Applications (ARIA) standards to make web content and web applications more accessible to people with disabilities.
- Trained a team member on how to be proficient in SEO in WordPress. Utilized Bootstrap 3, Git, Adobe XD, Sass, CSS3, Adobe Illustrator, Adobe Photoshop, Figma, Sitecore CMS, WordPress, and JavaScript ECMAScript 2018.
- Ensured Section 508 and WCAG compliant accessibility standards by setting ARIA landmarks, testing keyboard and focus attributes, and using a proper color contrast.

Web.com | Jacksonville, FL | Oct. 2016 - Feb. 2018

UX/UI Designer and Developer | Search Engine Optimizer

Created portfolio-grade websites using frontend responsive technologies: HTML, CSS, and JavaScript.

- Trained and led new designers on the team.
- Ensured that every site is mobile responsive by setting and adjusting breakpoints.
- Streamlined the web editor for easier use by inexperienced agents.
- Built e-commerce sites that were easy for clients to update and trained them on CMS.
- Created winning SEO campaign strategies that increased website traffic and engagement using Web's proprietary software, and wordsmithing SEO meta.

Volunteering

Richmond WordPress Meetup Group | Richmond, VA | Jan 2023 - Present

Leader of Richmond's Local WordPress Group

The Point Church (Louisa, Virginia Campus) | Louisa, VA | May 2020 - March 2022

Stage Production Lights Administrator | Volunteer

Education

University of North Florida | Jacksonville, FL | Graduated | August 2013

Bachelor of Arts, Bachelor of Arts with a concentration in Multimedia Journalism & Production