

KIYA APPLING

PROFILE I am a multidisciplinary digital creative offering a versatile yet focused skill-set, a balance between creative and analytical qualities with an emphasis on user-centric practices. I have over 6 years' experience designing, developing and testing accessible and web-standards complied websites/web-based applications across multiple browsers and platforms. My experiences have honed my ability to work independently as well as collaboratively in a team environment with minimal direction. Able to start a project and make an immediate impact. An aptitude for understanding business processes and learning new skills quickly, and the ability to manage different responsibilities/tasks simultaneously

My career goal is to design and develop alongside like-minded creators with the intention of building beautiful and engaging works on the web

SKILLS

- 6 consecutive years of experience as a web designer. Front-end developer.
- Excellent at self-managing, able to juggle several projects and timelines at once.
- Excellent knowledge of hand coded HTML5, CSS3 and PHP
- Excellent experience developing standards compliant, CSS based layouts including media queries and responsive frameworks
- Excellent knowledge of with Adobe Illustrator, Photoshop, Dreamweaver, and Sublime Text
- Understand the concepts on logo mark and type lock up design
- Intermediate knowledge of Javascript/JQuery
- Extensive experience with CMS development both proprietary and open source such as Wordpress and Joomla!
- Familiarity with designing and developing HTML email newsletters and connecting them to MailChimp and MadMimi
- Experience managing customer contact and email marketing campaigns with iMagicLab CRM tools
- Familiarity with MailChimp and MadMimi
- Call Center Sales Manager

PROFESSIONAL FRONT-END WEB APPLICATIONS DEVELOPER: TRAVELCLICK, CHICAGO, IL

EXPERIENCE March 2014- Present

- Created new templates for dynamic pages with careful considerations to site optimizations and strategies
- Translates visual designs created in Adobe Photoshop and Illustrator into completed HTML pages optimized for usability and browser compatibility including responsive mobile web design

- MySQL and PHPMyAdmin administration
- Accountable for post launch support on enhancements, upgrades and maintenance of over 500 hotels and resorts sites
- Acted as a technical resource for offshore, website troubleshooting, and maintaining developer documentation wiki pages
- Provide estimates for time and scope of effort for tasks and deliverables
- Subversion Source Control Management

FREELANCE WEBDESIGNER: UNITED PIXEL PUSHERS, CHICAGO, IL

December 2009- Present

- Conceptualize creative user-centric designs and interfaces including the creation of all art work and digital assets
- Designed and developed front-end/ presentation layer code
- Hand coded strategically branded, responsive, and standards compliant websites with technologies such as HTML5, CSS3, PHP.
- Use Adobe Photoshop, Illustrator and Edge Reflow for pre-production prototype designs, storyboarding, wire framing and mock-ups.
- Translates visual designs created in Adobe Photoshop and Illustrator into completed HTML pages
- Custom built WordPress theme and Joomla! Templates
- Optimized websites designs for usability and browser compatibility including responsive mobile web design
- Create easy to manage email marketing campaigns with such tools as MailChimp and Mad Mimi.
- Design identity packages which include marks and type lockup for client logos, social media page design and company stationary using Adobe Illustrator.

DIGITAL MEDIA MANAGER: BEST KEPT SECRETS ENT, PLAINFIELD, N.J.

November 2008-Present

- Directing the current re-branding initiative which will improve the visual cohesiveness of the company image
- Creating the visual design, user interface design, information architecture and development of the company's custom **WordPress** website
- Use Paper prototyping to plan and layout the information architecture
- Use Photoshop to create style tiles and storyboards to help visualize the new direction the brand would be headed.
- Manage digital assets (video, audio, graphics and pictures)
- Support online media including email campaigns and social media
- Ensure consistency of site appearance via use of style guides, style sheets
- Maintain fresh content; edit and proofread all web content
- Regular modification of Content Management System templates using CSS/HTML

- Proficient in Microsoft Office
- Create

INTERNET SALES AND ONLINE MARKETING MANAGER: VARIOUS AUTO DEALERSHIPS, NEW JERSEY/NEW YORK METRO AREA

July 2004-November 2009

- Business to Client Marketing experience
- Managed customer contact and email marketing campaigns with iMagicLab CRM
- Used Adobe Photoshop to design online advertising assets and email marketing layouts.
- Experience with basic content creation and copywriting
- Coordinate offline marketing including mailer and brochure fulfillment
- *Trained sales staff using the A.D.A.P.T. phones sales technique.
- Significantly increase percentage of sales and leads that we gain from email marketing campaigns
- Raised the companies' Internet Sales department revenue from \$48k to \$275k in 6 months, doubling the revenue in the first 30 days.

MENTOR TECHNOVATION CHALLENGE 2014

Technovation is a technology entrepreneurship program and competition for young women sponsored by Iridescent a 501c3 nonprofit organization. Through an intensive 3-month curriculum, teams of young women work together along with their mentor to imagine, design, and develop mobile apps, then pitch their "startup" businesses to investors.

Guiding a team of girls through Technovation's 12 week curriculum while cultivating their interest in the field of technology.

project management and business planning how to overcome obstacles and solve problems when working on challenging projects;

THE PRIMARY VALUE STUDENTS RECEIVE FROM MENTORS IS ACCESS TO A FEMALE ROLE MODEL AND STORIES OF REAL-WORLD EXPERIENCES.

EDUCATION BS MULTI MEDIA, INTERFACE, AND WEB DESIGN, ART INSTITUTE OF PHILADELPHIA 2001-2004

Educated in foundational principles of web technologies, visual communications and interactive media as it relates to dynamic delivery through multiple channels.
