Stephanie Lask

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Web Designer & Front-End Developer

Technically astute and strategic web designer with illustrious 20+ year career, sculpting and elevating digital landscapes across various sectors. Instrumental in crafting compelling user experiences, I intertwine robust functionality with aesthetic brilliance, ensuring every pixel performs. Demonstrated expertise in HTML/CSS, UI/UX, ADA Compliance, and proficiency in WordPress and WooCommerce, underpinned by solid foundation in Graphic Design. Skilled in ensuring web initiatives, accessibility, and user engagement. Eager to infuse innovative web solutions with blend of technical acumen and creative flair in role, championing exceptional web experiences.

Technical Proficiencies

Tools:	HTML/CSS | UI/UX | ADA Compliance for Web Accessibility | Graphic Design | Responsive Web Design | WordPress | WooCommerce | Adobe Creative Suite (Photoshop, Illustrator)
Expertise:	Web Development | Web & Graphic Design | UI/UX Design | ADA Compliance | Content Management | E-commerce Solutions | Visual Design | Code Optimization | Quality Assurance

Career Experience

DealerOn, Inc., Remote   2024 to Present
Web Designer | Contractor

Executed, high-volume content migrations, demonstrating proficiency in HTML, CSS, and JavaScript. Migrated 15-30 page websites per day, sometimes more depending on how detailed the page content is. Coded responsive webpage layouts and templates, ensuring seamless functionality across devices. Engaged in a collaborative, fast-paced environment utilizing Slack for communication, contributing to a highly communicative and productive team dynamic.

- Managed daily migration of web content, ensuring consistency, accuracy, and adherence to deadlines.
- Coded responsive, visually appealing layouts aligned with brand standards and user experience best practices.
- Excelled in an environment demanding adaptability, timely feedback integration, and proactive collaboration.
- Maintained high-quality standards while thriving independently and as part of a cohesive team.
- Selected to be a part of a review team for other contractor's work to ensure efficiency and best coding practices.
- Side projects included, creating automotive OEM graphics for numerous car makes and models, and troubleshooting WordPress blog and plugin issues.

DRT Strategies, Arlington, VA   2022 to 2023
Associate II | Subcontractor for GDIT | Web Designer for CDC/DASH

Delivered direct web support for the National Center for HIV, Viral Hepatitis, STD, and TB Prevention (NCHHSTP) at Centers for Disease Control and Prevention (CDC) for optimal functionality and user experience. Developed new and revised existing web pages for CDC/DASH intranet and internet, ensuring content relevance and accuracy. Streamlined PDF remediation efforts to achieve Section 508 Web Accessibility Compliance for CDC/DASH internet, resulting in improved accessibility and enhanced user experience for PDF documents. Crafted simple graphics for use on intranet and internet web pages, enhancing visual appeal and user engagement.

- Collaborated with clients to update Division of Adolescent School Health (DASH) intranet and internet pages on cdc.gov, utilizing in-house Content Management System (CMS) for accurate and timely updates.

- Utilized Adobe Campaign to design and disseminate email blasts to NCHHSTP/DASH members and other subscribers, ensuring effective communication and engagement.

- Generated page metric reports for intranet and internet web pages by using Adobe Analytics, providing insightful data for strategic decision-making.

InMotion Hosting, Virginia Beach, VA   **2021 to 2022**
Interim Supervisor, IMW Operations

Ensured dedicated staff availability to address any coding issues for providing expert solutions and maintaining project momentum. Engaged in intensive troubleshooting for addressing obsolete add-ons and unused code to optimize website functionality and performance. Conducted thorough audits of websites prior to initiating redesigning efforts for informed and strategic development approaches.

- Led web design team for overseeing projects and ensuring timely and quality deliverables to meet client expectations.

- Assisted clients with content modifications, maintaining websites remained relevant, accurate, and aligned with objectives.

InMotion Hosting, Virginia Beach, VA   **2015 to 2022**
Lead Front End Developer, IMW Operations

Designed and enhanced informational, membership-oriented, and eCommerce websites by utilizing a custom developed WordPress theme for clients, guaranteeing user-friendly experience and operational efficiency. Established online marketplaces for sale of physical and virtual products for versatile and effective sales platforms. Engaged in projects of varying scales, participating in massive projects and smaller enterprises, showcasing versatile project management and development skills.

- Utilized markup languages, such as HTML, CSS, and PHP, to develop and launch user-friendly websites for optimal functionality and user experience.

- Collaborated with in-house designers for developing and launching custom websites tailored to client needs and specifications.

- Cultivated expertise in industry-standard programs and design frameworks, such as Adobe Creative Suite, WordPress, and Bootstrap to facilitate development and maintenance of websites.

- Ensured seamless operation of membership systems for overseeing functionality and user experience to maintain member engagement and satisfaction.

InMotion Hosting, Virginia Beach, VA   **2013 to 2015**
Junior Front End Developer, IMW Operations

Addressed and resolved issues related to PHP errors and warnings, as well as outdated plugins and programs, ensuring website functionality and security. Crafted in-depth personalized WordPress tutorials, providing comprehensive learning resources and facilitating skill development.

- Mentored and provided guidance to new employees for facilitating onboarding and knowledge development.

- Updated active websites with fresh user content upon request for relevancy and accuracy of information presented.

Additional Experience

Technical Support Specialist – Technical Support Department, InMotion Hosting, Virginia Beach, VA

Education

Bachelor's Degree in Graphic Design
  Norfolk State University, Norfolk, VA, 2005