



# LINDSEY MADDOX

## WEB DEVELOPER AND UX SPECIALIST

A TOP-PERFORMING WEB DEVELOPER AND GRAPHIC DESIGNER WITH A PASSION FOR CREATING BEAUTIFUL, FUNCTIONAL, FLUIDLY RESPONSIVE WEBSITES.

With more than 11 years of professional experience, Lindsey has a forté for fusing her natural artistic abilities with her graphic design skills to inform and influence her drive to create pixel-perfect websites. She's passionate about exploring the world of code, and wields a strong expertise in UX and W3C spec, semantically coded websites that adhere to development best practices and industry standards.

### AREAS OF EXPERTISE

*Web Development*  
*User Experience*

*Graphic Design*  
*Information Architecture*

*Project Management*  
*Email Marketing*

### SOFTWARE PROFICIENCY/TECHNOLOGICAL SKILLS

HTML (Jade), CSS (LESS, SCSS, Stylus), front end frameworks (Bootstrap, Bourbon, Neat, etc.), PHP (CMS integration), Javascript (REACT, JQuery, MVC frameworks), Version Control (Github, Bitbucket), Structured Data Systems (Open Graph, Schema.org, Twitter Cards, oEmbed, JSON-LD), Database (MongoDB, SQL), Docker, API (Postman), Adobe Web Services, Adobe Suite, Sketch, MAMP

### EDUCATION

Watkins College of Art, Design, and Film, BFA, Graphic Design  
Art Institute of Tennessee–Nashville, Interactive Media Design, Continuing Education  
The Ironyard–Nashville, Continuing Education



## LINDSEY MADDOX

### PROFESSIONAL EXPERIENCE

#### **BKON Connect, Nashville, TN**

2016 – present

Developer

Concerned with personal connectivity and the Internet of Things, I work with technology team that dreams up new features and deploys them weekly. We're building the next generation of the web – the Physical Web. I work alongside passionate creators building SaaS for the management of beacons, both on Google's open source Eddystone and Apple's iBeacon protocols.

As the front end developer, I'm responsible for translating design ideas into React-powered components within our MERN (Mongo-Express-React-Node) stack, and integrating those components with our web application, PHY.net.

#### **READY SET GO, Nashville, TN**

(Freelance Marketing Umbrella)

2006 – present

As a freelance front end developer, graphic designer, and UX specialist, I focus on creating usable, functional, responsive websites that follow industry standards and best practices and are optimized for practical development solutions.

I'm known for developing clean, solid, semantic markup with as little overhead and redundancy as possible—which results in lightweight, fast-loading code. My background in graphic design allows me to hand-code pixel-perfect websites that incorporate as many aspects as possible from initial mockups.

I believe that consistency is key when it comes to effective messaging. That's why every website I create accurately reflects a client's brand and voice. This also leads to higher rates of user engagement, increased call-to-action responses, and more effective overall digital branding, as measured by analytical tools.



## LINDSEY MADDOX

### PROFESSIONAL EXPERIENCE (CONTINUED)

#### **iDESIGN, INC. Nashville, TN**

2013 – 2015

Web Developer

As the senior front end developer, I specialized in hand-coding custom websites integrated into our in-house CMS, while streamlining internal processes that improved efficiency and communication among team members. I introduced the practice of using Git repositories and LESS with code pre-compilers, creating consistency across the agency while allowing me to master object-oriented CSS. I suggested and oversaw SEO improvements to internal coding practices to include Twitter Cards, Open Graph, and Schema—which helped ensure accurate and consistent client messaging across multiple social media platforms.

#### **cj ADVERTISING, Nashville, TN**

2011 – 2013

Web Developer

I began as an entry-level junior designer and was soon promoted to a web developer, where I became an integral part of the company's interactive department and managed website maintenance and updates for more than 40 clients across the country. I assisted with the development of the company's internal project management system, which simultaneously housed several hundred projects and was accessed by approximately 150 employees and clients on a weekly basis. I received multiple awards and honors, including Employee of the Month for outstanding service.



## LINDSEY MADDOX

### PROFESSIONAL REFERENCES

**Andy Miller**

Chairman Of The Board Of Directors, Diatech Oncology  
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**Laura Alabed-Olsson**

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**Michelle Viar**

Director, Marketing, Team Unilever Shopper / Lunchbox  
(previous manager at cj Advertising)  
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