



LINDSEY MADDOX

WEB DEVELOPER

A TOP-PERFORMING WEB DEVELOPER WITH A PASSION FOR CREATING BEAUTIFUL, FUNCTIONAL, PIXEL-PERFECT WEBSITES AND APPLICATIONS

With more than 12 years of professional experience, Lindsey has a forté for fusing her natural artistic abilities with her graphic design skills to create fluidly responsive websites and applications. She's known for developing clean, solid, semantic markup with as little overhead and redundancy as possible—which results in lightweight, fast-loading code.

AREAS OF EXPERTISE

Web Development

Graphic Design

Search Engine Optimization

User Experience

Information Architecture

Email Marketing

SOFTWARE PROFICIENCY/TECHNICAL SKILLS

HTML (Jade)

Version Control (Github, Bitbucket)

CSS (LESS, SCSS, Stylus)

Adobe Web Services

front end frameworks (Bootstrap, Bourbon, Neat, etc.)

Docker

Javascript (REACT, JQuery, MVC frameworks)

API (Postman)

PHP (CMS integration)

Adobe Suite

Database (MongoDB, SQL)

Sketch

Structured Data Systems (Open Graph,

CodeKit

Schema.org, Twitter Cards, oEmbed, JSON-LD)

MAMP (MAMP Pro)

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

PHY (formerly BKON Connect), Nashville, TN

2016 – present

Developer

Concerned with personal connectivity and the Physical Web, I work with the technology team that dreams up new features and deploys them weekly. I work alongside passionate creators in a scrum environment, building SaaS for the management of QR codes, NFC tags, and IoT beacons, .

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

READY SET GO, Nashville, TN

(Freelance Marketing Collective)

2006 – present

As a freelance front end developer, graphic designer, and UX specialist, I focus on creating usable, functional, responsive websites and applications that follow industry standards and best practices and are optimized for practical development solutions. I'm passionate about exploring the world of code, and wield a strong expertise in UX and W3C spec, semantically coded websites that adhere to development best practices and industry standards. Depending on the client's needs, I hand-code, integrate databases, and/or bolt into a CMS to power websites.

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 within the company's existing LAMP stack. 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 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

Laura Alabed-Olsson

Director of Marketing at PointClear Solutions
(previous freelance client)
(615) 948-7682
lalabed@yahoo.com

Michelle Viar

Director, Marketing, Team Unilever Shopper / Lunchbox
(previous manager at cj Advertising)
(615) 678-2020
mmichelleviar@gmail.com

Terryl Wood

Owner at Knockout Fitness
(previous freelance client)
(615) 364-3032
knockoutfitness@comcast.net