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(LinkedIn)

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(Portfolio)

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Top Skills

Variable Data Printing

Web Development

Web Design

Certifications

University of New Hampshire Coding
Bootcamp

MarcomCentral® Template Creation

MarcomCentral® Administration

XMPie PersonalEffect Print MI &
uStore

Microsoft® Excel® 2007/2010:
Beyond the Basics

Karla McLeod

Junior Web Developer

Salem

Summary

Front End Developer with an extensive background in graphic design. Graduate of the University of New Hampshire Coding Boot Camp for Full Stack Development as well as holding a degree in Internet Technology and Web Design. Skilled in web development, along with strengths in complex problem solving and quality assurance to provide cutting edge design, and technology. Eager to use my exclusive angle to design user-friendly web applications.

Experience

F.W. Webb Company

Junior Web Developer

August 2021 - Present (6 months)

Bedford, Massachusetts, United States

- Supporting multiple e-commerce websites
- Maintaining existing websites and landing pages
- Incorporating SEO items, including speed improvements and microdata markup
- Testing in QA & dev for technical errors
- Ensuring entry/display/print routines are functioning properly on web pages
- Developing/implementing Content Management systems
- Following F.W. Webb brand guidelines
- Performing other duties as required and assigned

DS Graphics, Inc.

6 years 5 months

Web Development Design Specialist

April 2019 - August 2021 (2 years 5 months)

Lowell, Massachusetts

- Created aesthetically pleasing visual designs for Marketing Asset Management websites using HTML/CSS & JavaScript as well as coding variable data templates using Javascript and Qlingo

- Provided process improvements such as creating an upload form for users to submit new products to webstores, cutting out customer service for quicker access to product completion and ordering.
- Worked with the Web Development team to build new web-stores, resulting in increased print production, in turn contributing to an increase in the company's profits.
- Aided the company's Marketing Team with various assistance, such as producing internal communications, and creating content designs for internal company sites. Helped produce mass quantities of marketing packages for open houses and other customer friendly goodies.

Digital-Web Specialist

April 2015 - April 2019 (4 years 1 month)

Lowell, Massachusetts

- Built versioned/variable print/email templates
- Built online marketing applications (webstores, pURLs)
- Performed basic site setup functions
- Quality assurance testing
- Tracked key project milestones and meet project benchmarks on time
- Managed customer support requests regarding online applications
- Maintained intimate knowledge of technology capabilities and limitations
- Recommend process improvements based on day-to-day activities
- Documented new processes and support resolutions
- Develop and maintain strong relationships with other team members
- Worked with team to disseminate any new information learned and discuss issues
- Preflight
- Goal Setting
- Marketing Team
- Communications Team

Harte Hanks

Variable Data Specialist - Pre-Press

January 2014 - April 2015 (1 year 4 months)

East Bridgewater, MA

- Prepared Print-On-Demand files for printing digitally, as well as built custom FusionPro & XMPie templates for a wide variety of customers such as Mastercard, Disney, BlackRock Funds and MFS Investment Management.

Kdawg Creative

Owner

October 2011 - January 2014 (2 years 4 months)

Billerica, MA

- Created various freelance projects such as business cards, promotional products, site designs, and email marketing.

DS Graphics, Inc.

Digital-Web Specialist

September 2009 - October 2011 (2 years 2 months)

Lowell, MA

- Created site notes for new and existing web stores with critical info pertaining to operations of functionality.
- Participated in the integration of web systems within the company.
- Sought out operations that were not being used to the fullest potential and learned about them to offer new technologies to clients.
- Created FusionPro templates to use on web stores for versioned and variable data printing.
- Extensive use of JavaScript, HTML, pre-press operations, and attention to detail.
- Provided customer support and troubleshooting for order errors to maintain a consistent work flow of live print jobs entering the plant, ensuring on-time delivery done with efficiency.

LVI (the new LaVigne Inc.)

Variable Data Publishing Designer/Template Builder (Bought by DS Graphics)

January 2009 - March 2009 (3 months)

Worcester, MA

- Transposed web to print versioned & variable templates using Printable Technologies Fusion Pro & Kodak Insite (vendor hosted web to print systems).
- Edited original files to become variable data documents, so clients could change out information via the website provided to them from Printable Technologies.
- Kept logs of all information pertaining to each client on the company's Share Point site.
- Edited PDFs with programs such as Pitstop & Crackerjack for color corrections, and impositions.

Carisma Advertising

Senior Graphic Designer

June 2007 - July 2008 (1 year 2 months)

- Out-of-the-box design specific to the automotive industry.

- Transformed ideas and concepts into designs.
- Scheduled and created all dealership collateral from inception to completion.
- Exclusive designer of collateral for several New England dealerships.

The Eagle-Tribune

Creative Services Designer

March 2006 - June 2007 (1 year 4 months)

- Creation of sample newspaper advertisements for sales team to use in gaining more clients, and for maintaining happiness of their current clients.
- Created coupon booklets and advertisements that were distributed in the Eagle Tribune paper.
- Approved all pre-press service specifications and ensured quality control.

Allen Roche Group

Graphic Designer

August 2003 - March 2006 (2 years 8 months)

- Completed high impact graphic design projects including newsletters, logos, postcards, direct mailers & inserts, stationary and newspaper advertisements in a fast paced environment.
- Coordinated projects with sales team and customer service daily.
- Contributed to editorial development of projects.

Prime Communications Inc.

Junior Designer

March 2000 - August 2002 (2 years 6 months)

- Tastefully designed and completed print marketing strategies such as brochures, newsletters, magazines and advertisements.
- Input copy into all outgoing media.
- Sent all pre-press work to vendors and newspapers.

Education

University of New Hampshire

Certificate in Full-Stack Web Development, Web Development · (2020 - 2020)

University of Phoenix

Associate Of Arts, Internet Technology/Web Design · (2009 - 2011)