

# Karah Albert

## UI/UX Designer & Web Developer

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A web designer and developer with 15+ years of experience from UI/UX to backend programming, balancing both form and function.

## Skills

User Interface Design (UI) • User Experience Design (UX) • Figma • Adobe XD • Adobe Photoshop • Adobe Illustrator • HTML • CSS • JavaScript • PHP • Liquid • GitHub • WordPress • Shopify • Google Analytics • Google Tag Manager • Microsoft Office • Attention to Detail • Organized • Fast Learner • Effective Time Management

## Professional Experience

### DeanHouston, Inc, Covington, KY • Senior Web Developer

02/2021 - Present

Transitioned to a senior role which led to a specialization in user experience and data collection.

- Refocused on UI/UX for better site mapping and reorganization, pushing into collecting analytics data to make informed decisions about site design and navigational adjustments.
- Spearheaded the move from Google Analytics to GA4 alongside the demand generation department to transition accounts, embedded site codes, and convert GTM tags to the new system with set and documented in-house parameters for data capture.
- Strategized closely alongside the demand generation team to meet data privacy compliance standards, such as GDPR, for ads and analytics data for our clients.
- Reconfigured, customized, and standardized GTM setup and implementation for data collection and assisted in building niche custom events for client lead generation campaigns.
- Took over the majority of website audits for potential new clients to highlight inconsistent user interface components, unfriendly user experience, and structure that could negatively impact SEO.
- Built out wireframes for our design teams as base website structures and also created UI mockups for smaller-scale projects for clients through Figma and Adobe XD.

### DeanHouston, Inc, Cincinnati, OH • Full Stack Web Developer

08/2018 - 02/2021

Worked as a marketing/creative agency developer, catering to B2B and B2C clients, including some from the Fortune 500 list. Built out websites, landing pages, emails, calculators, and other tools to meet client specifications and user needs.

- Built and overhauled interactive product demo code for trade show screens to better adapt to mobile for website and email/PPC campaign utilization to increase leads and conversions.
- Worked alongside the rest of the development team to strip down WordPress bloat to improve page speed score, taking it from around 70 to 95+, along with building an in-house page builder with ACF.
- Introduced the development team to Figma as an alternative to Balsamiq and Sketch for wireframing and designing out landing pages for smaller-scale projects.
- Created websites mostly in WordPress; styled and maintained sites built in Sitefinity, Drupal, and other various CMSs.

**Parts Express, Springboro, OH • Web Specialist****05/2016 - 08/2018**

Worked as an in-house ecommerce web designer and developer. Created and implemented landing page designs, improved user workflows through process automation for repetitive tasks, and generated report data for analytics and emails.

- Enhanced in-house brand visibility through building websites in PHP and SQLite with CSV data exported from InRiver.
- Improved various internal processes, such as one-click drawing file sorting and zip file creation, with batch scripts for site and spec sheet usage.
- Automated the generation of speaker spec sheet PDFs by pulling data via PHP from their Magento (v1.x) sub-site.
- Reduced time needed to manage and move user-submitted speaker builds via Wufoo for the Parts Express showcase by leveraging form API data to convert accepted submissions into a single block of HTML to copy/paste into WordPress.

**Le Chocoholique, Columbus, OH • Graphic Designer****10/2015 - 04/2016**

Worked alongside the owner of Le Chocoholique during my time at The Ohio State University to refresh and create various print and design assets for menus, events, and everyday items.

- Updated menu items and prices with InDesign.
- Created new print materials in Photoshop and InDesign for limited-time drink menus and various events.
- Assisted in refreshing the logo, business cards, and shopping bag designs.

**17 Seconds Productions, Franklin, OH • Web Designer****02/2009 - 02/2013**

Job shadowed and interned during high school and college while focusing on the foundations.

- Worked on small business sites with HTML and CSS that I designed in Adobe Photoshop alongside the company owner.
- Assisted with creating various graphic design pieces for clients.
- Began building UI designs for Drupal websites (v5 or 6).

**Education****Bachelor of Arts, The Ohio State University****Graduation Year 2016**

Bachelor of Arts in Japanese Language & Literature with a minor in Global Studies with an Emphasis on East Asia.

I also attended additional technical courses while enrolled, including several courses related to Java and C++ as well as digital art department courses for web and interactive design.