

CARRIE VILLINES

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Experienced Front-end Developer with a demonstrated history of work in publishing, marketing, and politics.

PROFESSIONAL EXPERIENCE

Lead UI Engineer, Pico

June 2022 – Present

- Advocate for UI design and accessibility best practices among the tech team.
- Collaborate with design team and conduct design code reviews to ensure final product matches designs.
- Develop a design system using Storybook and Figma.
- Ensure products are semantic and accessible.

Senior Software Engineer, Pico

February 2021 – May 2022

- Implemented the front-end for a one-time passcode login for SMS and email using Twilio Verify.
- Contributed to the front-end of PicoLink, a link-in-bio product allowing users to create a website with standard and multimedia links.
- Collaborate with product and design on writing product specs, sprint-planning, and scoping tickets.
- Participate in peer code reviews.

Senior Software Engineer, Bluelink

August 2019 – February 2021

- Responsible for React/Redux/TypeScript/HTML/Sass development for Bluelink Messaging, a peer-to-peer texting tool, and Lightrail, a data integration and automation tool for political data.
- Built and maintained React component library using Storybook.
- Managed junior engineer and front-end contractors.

Front-end Developer, Groundbase

June 2018 – August 2019

- Built a relational marketing voter registration site where users could check their friends' registration status, using Preact, Sass, Firestore, and Cloudsponge.
- Developed company's marketing website with Gatsby and custom Netlify CMS.
- Developed The Ledge Project (theledgeproject.org), an interactive map of house seats flipped in the 2018 election, using React, Sass, and Firestore
- Maintained multiple WordPress sites relating to voter registration and getting out the vote.

Front-end Developer, RTS Labs

December 2016 – May 2018

- Responsible for HTML/WordPress/PHP/JavaScript/Sass development of website redesign for VML Insurance Programs, a group self-insurance pool for local government agencies
 - Customized WordPress using Advanced Custom Fields to allow client to update custom content
 - Customized Events Calendar and WooCommerce plugins to allow online event RSVP and resource reservations
- Built a single-page interactive healthcare product finder for Home Care Delivered using React, Sass, PHP, and WordPress REST API
- Responsible for HTML/WordPress/PHP/JavaScript/Sass development of a new website and quote form for Pogo Insurance, an online insurance broker

Front-end Engineer, CMS/Storytelling Team, Hillary for America

May – November 2016

- Responsible for HTML/Sass/React/WordPress development for HillaryClinton.com
- Collaborated with design and content teams to build "Way Back When" microsite comparing Hillary Clinton and Donald Trump's accomplishments, which generated over 1.5 million page views in 1 week

- Developed a WordPress plugin incorporating an internal API which enabled the content team to create redirects within WordPress
- Ensured HillaryClinton.com was responsive, cross-browser compatible, and WCAG 2.0 compliant
- Trained volunteers on voter outreach with the campaign's proprietary SMS app, and managed the Berkeley, CA texting center for the last 2 weeks of the campaign

Interface Developer, *HelloWorld*

May 2013 – December 2014

- Responsible for front-end development of desktop and mobile marketing websites for clients such as Nestlé, ConAgra, Mondelez, Fossil, and Mazda, using HTML5, CSS3, JavaScript, and 3rd party APIs
- Coded HTML marketing emails
- Worked with software engineers to integrate PERL and HTML
- Worked with QA team to ensure promotions were cross-browser compatible

Front-end Developer/Web Designer, *Promotions.com*

November 2011 – May 2013

- Responsible for front-end development of desktop and mobile marketing websites for clients such as Kraft, Nestlé, Clorox, Hasbro, HUB TV, and Boston Beer, using HTML5, CSS3, jQuery, and 3rd party APIs
- Designed online promotions for clients in Photoshop
- Coded HTML marketing emails
- Worked with software engineers to integrate Java and HTML

Front-end Developer, *Weight Watchers*

June – August 2011

- Responsible for HTML/CSS/jQuery development of the customer account section of Weight Watchers' website redesign

Front-end Developer/Web Designer, *Louise Blouin Media/ARTINFO.com*

January 2008 – May 2011

- Responsible for front-end development for Louise Blouin Media's digital products, including custom pages, interactive features, and microsites
- Maintained ARTINFO China and ARTINFO France websites using Drupal
- Built and maintained ARTINFO blogs using WordPress and Tumblr
- Created themes for ARTINFO's Video channel and aggregated content site
- Provided technical support for ARTINFO editorial team and bloggers

Web Designer/Photographer, *Basik Systems*

October 2007 – January 2008

- Designed promotional emails and banner ads for clients including Bath & Body Works and Victoria's Secret
- Photographed architecture for client websites

SKILLS

- Proficiency in creating responsive, standards-compliant, cross-browser websites and apps using HTML5, JavaScript, React, TypeScript, and Sass
 - Experience working with REST APIs and JSON
 - Experience building a React component library with Storybook
 - Experience writing tests with Jest and React Testing Library
 - Proficiency with WordPress and proprietary Content Management Systems
 - Working knowledge of Node, AWS, GCP, Firestore, Docker, Postman, PHP, Bootstrap, Webpack, Google Tag Manager, Google Analytics, Google AdSense, Google DFP, MailChimp, SurveyMonkey, Pardot
 - Experience with version control (Git, Subversion, Mercurial)
 - Proficiency in Adobe Creative Suite, Sketch and Figma
 - Understanding of web design, UX, SEO, and accessibility
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EDUCATION

Parsons The New School for Design
MFA in Photography & Related Media

University of Essex, England
Literature Courses

University of California, Los Angeles
BA in English with a Specialization in Business Administration

PORTFOLIO

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