



YALDA

## UX Designer & Front-End Developer

With 15+ years of experience, Crafting high-impact digital experiences by integrating UX design, front-end development, and AI-driven solutions. I specialize in building scalable, high-performance web applications that enhance user interaction and improve speed using modern frameworks. Known for leading cross-functional teams to boost customer satisfaction and drive business growth.



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### Director of UX Design & Senior Front-End Developer

Cloud Security Alliance — 2024 to Present

- Led cross-functional teams and worked with C-level executives to align product strategies, resulting in a unified vision and more efficient product development.
- Spearheading the design and development of visually captivating, user-centric e-learning platforms in cloud environments, driving substantial improvements in website traffic, user engagement, and conversion rates.
- Harnessing the power of Next.js and Typescript to craft dynamic, high-performance UI components, while utilizing SASS and custom CSS Grid layouts to ensure seamless navigation and superior user functionality.
- Adept in cloud-based web development, optimizing applications for scalability, security, and performance across distributed environments.
- Skilled in leveraging web analytics to uncover optimization opportunities, coupled with a strong commitment to web accessibility, ensuring compliance with WCAG and industry standards

### Senior UX Designer & Front-End Developer

Cenveo | Lightning Label | Wizard Label | Discount Label | Maverick Label — 2019 to 2023

- Led a full-scale revamp of MaverickLabel.com, redesigning the homepage, 85 product pages, shopping cart, and customer dashboard. This overhaul improved user experience, streamlined the customer journey, and enhanced overall site performance, contributing to the company's successful acquisition by Cenveo in 2020.
- Expertly developed responsive, user-centric websites and mobile applications for WizardLabel.com through wireframing, prototyping, and coding, ensuring client needs translated into tangible outcomes.
- Designed and implemented a visually compelling, user-friendly quoting system for LightningLabel.com, resulting in a 45% increase in website traffic and a 25% rise in conversion rates.
- Developed a custom CSS Grid layout and responsive theme, resolving cross-browser issues to ensure consistency across platforms, leading to a 20% reduction in bounce rate and a 10% increase in average session duration.
- Proven leader in mentoring global, multidisciplinary teams to drive operational efficiency and innovation. Utilized Agile methodologies and Scrum frameworks to boost team productivity and deliver exceptional results.

### Solo UX Designer & Front-End Developer

Maverick Label — 2008 to 2023

- Designed and developed wire-frames, prototypes, and code for a complex e-commerce website, resulting in a 30% increase in Online sales and a 15% reduction in shopping cart abandonment.
- Created and maintained a comprehensive style guide and design standards, ensuring a cohesive brand identity across all web pages, leading to a 10% boost in brand recognition.
- Collaborated closely with marketing teams to optimize content and improve SEO performance, driving a 30% increase in organic search traffic and a 20% improvement in keyword rankings.
- Played a pivotal role in transforming Maverick Label into one of the leading label companies in the U.S. through over a decade of continuous website revamps and improvements.

### Web Designer

Publish2u — 2006 to 2008

- Modularized business-facing web application & writing spec documentation and implementing production pipeline for animation (Adobe Animate).
- Working on variety of projects from Field Research & branding to Market analysis and Prototyping.

### Technical Skills

- HTML 5 | CSS 3 | SASS
- Javascript (ES6+), Typescript
- React.js | Next.js | jQuery
- CSS Grid Layout
- Responsive Frameworks
- SEO optimization
- Interaction | User Research
- Information Architecture
- Prototyping & User Testing
- MERN Stack
- Node.js | NPM
- Git Repository | Ajile | Jira
- Web Analytics
- Emerging Technologies | Adaptability

### Software Skills

- Adobe XD
- Figma
- Sketch
- Adobe Creative Cloud
- 3D Dimension | Spline
- Collaboration Tools

### Certificates

- Artificial Intelligence A-Z™
- Full Stack Cloud Developer
- React Developer Nanodegree
- Adobe Visual & Graphic Design
- Fundamentals of 3D art

### Education

Master's Degree in Digital Media  
| University of Washington

Bachelor's Degree in Computer Science  
| University of Washington

