Lauren Beecher

laurenbeecher.com
laurenbeecher@gmail.com
Arvada, CO | Email for inquiries

EXPERIENCE

Web Design Specialist - Sightline Payments (September 2022 - February 2024)

- Created new flagship site, which increased user engagement and lowered bounce rates by 29% over 2023.
- Led development of three company WordPress websites, including wireframing, HTML, CSS, JS and PHP. WordPress theme customization included heavy-duty CSS styling, CSS animations, data displayed based on user login status, edits to the DOM, and PHP functionality leveraging WordPress hooks and the WordPress database.
- Continuously posted new content across web properties, and provided regular updates and maintenance.
- Collaborated with creative director, marketing director, assistant marketing director, and copywriter to create CTAs, design user flows and user interfaces, and create custom-coded HTML emails and landing pages in Marketo.
- Transferred ownership of web hosting to our internal team and managed properties, lowering monthly expenses by 80%.
- Managed quality assurance, including plug-in updates, broken links, ADA compliance, SEO, optimization and UI/UX. On our flagship site I brought all categories in Google Lighthouse to a score of 94 or greater on desktop, reaching a score of 100 on ADA compliance and SEO. On mobile, three out of four scores were brought to 95 or greater.
- Utilized Google Analytics to monitor site traffic, goals, and campaigns to measure and grow user interactions.

Senior Web Designer - YellowDog Design, Print, & Marketing (April 2021 - September 2022)

- Developed and designed responsive, custom coded e-commerce websites using HTML, CSS, JS, PHP, and Elementor.
- Utilized WordPress plug-ins such as Advanced Custom Fields (ACF), Gravity Forms, WooCommerce, and Search & Filter Pro to create elements like custom repeater fields, dropdown filters with search capabilities, and dynamic customer sign up forms. These forms were used on a website where customers sign up for and purchase educational courses, across 80+ different course offerings with data showing or hiding dynamically based on course category.
- Edited WordPress loop templates and wrote extensive PHP hooks to display images, icons, color-coding, category and taxonomy data dynamically based on the parameters of a given product within WooCommerce.
- Wrote company guides and standards for best web practices on optimization, ADA compliance, and code organization.
- Trained design and web teams on CSS, email, mobile responsiveness, web design mockups, and other processes.
- Assisted with quoting and budgeting on projects, and advised team on scope and specifics of work.
- Promoted from Web Designer in April 2022.

Web Designer/Front End Developer - Treehouse Marketing (February 2016 - April 2021)

- Designed, built, and maintained responsive client websites using a custom-built CMS, working with fellow designers, project managers, account managers, our creative director, and web production manager to meet deadlines and generate leads.
- Set up and interpreted A/B tests across websites, and used Google Lighthouse and PageSpeed Insights to enhance optimization by pre-loading images above the fold, adjusting file sizes, adding alt tags and setting image dimensions.

Design & Production Manager - MEA Mobile (October 2013 - February 2016)

- Designed, built, and tested custom-coded WordPress websites, mobile apps, emails, advertising and print materials.
- Managed a small team of web developers and graphic designers on in-house and client-based projects, working with our sister office in New Zealand to coordinate responsibilities and deadlines.

SKILLS

HTML & CSS	Responsive Web Design	A/B Testing, QA Testing
JavaScript & JQuery	WordPress & Elementor (CMS)	SEO, Google Search Console/GA4
Adobe Photoshop, Illustrator, XD, Premiere Pro	PHP (WordPress & Basic)	W3C/ADA Accessibility Compliance
	Website Speed and Optimization	UI/UX Design
Image & Basic Video Editing	E-commerce Design & Development	Web Hosting, DNS Updates

EDUCATION

August 2009 - May 2013

Bachelor of Fine Arts (BFA) Specializing in Graphic Design

Paier College of Art

ABOUT

Lauren Beecher is a web specialist and designer originally from Connecticut. Her areas of expertise include custom coding, problem solving, and strategizing. Outside of work, Lauren is a self-taught guitarist, drummer, and bassist, and enjoys working on music production and recording in her home studio.