

Sean Girard

Website Design, Development
& Optimization Professional

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Dallas/Fort Worth Area (76063)

I am a website design, development and optimization expert with a varied background in UI/UX design, visual design and web development. **I thrive at the intersection of design, technology, and data - utilizing my unique skill set to craft websites that are optimized for conversion goals.**

PROFESSIONAL EXPERIENCE

Sr. Manager of Web Strategy & Design, MedCerts - Remote

August 2022 – Present

- Manage a team of web designers and developers comprised of both in-house employees and external contractors
- Individual contributor in the areas of UI/UX design, conversion rate optimization, data analysis, AB testing and web development
- Implement and manage all third party marketing technology integrations
- Played a pivotal role in the launch of a website for a secondary B2B focused brand by personally executing on branding, visual design and web development while managing the overall project
- Led the project to re-platform the primary MedCerts.com website, replacing a problematic PHP based CMS system with a .NET based platform that will enable the company to continue their growth pattern

Marketing Partner | Web Design & Development, Citizens Bank - Remote

March 2021 – August 2022

- Responsibilities included UI/UX design, front end development, and HTML email design and development for the B2B Mortgage division
- Key member of an agile development pod leading front-end development and contributing to UI/UX design decisions
- Developed custom components and websites within the Salesforce platform

Ecommerce Developer, American Achievement Corp (Balfour) - Dallas, TX

April 2019 - March 2021

- Lead front-end developer with a focus on UI Engineering for Ecommerce sites
- Led multiple offshore development teams, defining requirements, allocating resources and ensuring strict adherence to design and functionality specifications
- Trained content creators on basic HTML and CSS coding

Senior Web Designer, CURO Financial Technologies - Wichita, KS

August 2012 - April 2019

- Designed, built and maintained multiple websites for the financial services industry
- Individual contributor in the areas of UI/UX design, web development, visual design and email marketing
- I played a key role in the creation of websites for two financial service start up brands by leading branding, UI/UX design and front-end development efforts

SKILLS

Web

- Conversion Rate optimization
- Data Analysis
- Marketing Tech Integrations
- Accessibility Compliance
- Search Engine Optimization
- CMS Development
- HTML | CSS | JavaScript
- .NET / C# | PHP

Design

- Art Direction
- UI/UX Design
- Responsive Web Design
- Wireframing / Prototyping
- Iconography
- Logo / Branding Development
- Print Design
- Photography / Photo Editing

Leadership

- Talent Acquisition
- Training & Professional Development
- Project Management

EDUCATION

Bachelor of Individualized Studies

New Mexico State University
Las Cruces, NM

My studies focused on Graphic Design, Marketing & Photography