

Alissa French

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Power Ledger
108 St Georges Terrace
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Hello Power Ledger Team:

I am delighted that you have an opening for a UX/UI Designer and Developer. I have been seeking an opportunity to keep my development skills sharp while advocating environmental responsibility and empowering positive changes in the business sphere.

My front end web development experience is grounded in UI. I spent four years with a Google partner in Seattle developing JS adaptive mobile websites and AMP websites at the height of the smartphone revolution. In this role, I upcycled existing designs into accessible, compliant web solutions that met WCAG standards, offered cross browser compatibility, and utilized a coherent, efficient user journey. I leveraged auditing, A/B testing, heatmaps and other research to deliver the best mobile experiences.

My language fluencies include HTML, CSS, SCSS, jQuery, Javascript, and PHP. I have experience with: version control including Git and Atlassian's BitBucket, file management via FTP and Powershell, server management via cPanel, and database management. I am comfortable working in command prompt. I am an expert Wordpress developer and frequently develop my own themes. I am familiar with REST, Bootstrap, Node.js and NPM, Vue.js and React.js.

I have operated my own businesses in both the US and Australia. My time as a sole business owner has given me an eclectic set of skills includes social media, auditing, SEO, analytics, marketing, client training and education. I am fluent in the Adobe Creative Suite, Canva and several other design platforms.

In my role with Slick Design, I transformed static PDF mockups into full web experiences pixel for pixel while incorporating solid UI components. I was the lead on proposal creation and scoping. I overhauled our site optimisation processes in order to achieve the best possible performance and accessibility.

While I have found my experience as a lead developer and business owner fruitful, I do feel a personal responsibility to promote sustainability and often do pro bono work for organisations including Citizens Climate Lobby. I would relish an opportunity to expand both my own skills and my potential impact.

I believe my skillset is a great match and I would thoroughly enjoy an opportunity to chat about my ability to represent Power Ledger and contribute to your company culture and success.

Thank you for your time,

Alissa French