# WES WHALEN
**FRONT END DEVELOPER & DESIGNER**

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## SUMMARY

Enthusiastic and detail-oriented developer and designer with a strong foundation in front-end development technologies, including HTML, CSS, JavaScript, JQuery and modern front-end frameworks . Eager to contribute my problem solving skills and creativity to deliver high-quality web solutions. A fast learner with a passion for learning new technologies and staying updated with latest industry trends.

## WORK EXPERIENCE

### PREMIER INC.
**Senior Front End Web Developer** *April 2021- February 2024*
**Web Developer** *February 2018 - April 2021*
• Handled corporate websites using Craft and Sanity content management systems
• Implemented site updates within staging and live environments using version control through Git
• Designed custom landing pages for numerous company products and services
• Utilized debugging resources such as Chrome DevTools to analyze, diagnose and resolve code related issues
• Developed online publication databases with numerous search filters using Algolia's InstaSearch.js library and Bootstrap
• Created animated HTML5 display ads advertised on Google and 6Sense which increased click through rate by 2%
• Coded corporate email templates for HR, the marketing team, and other company departments
• Constructed wireframes using provided content outlines and supplied documents
• Produced mobile app and kiosk UI elements
• Assisted in the design of digital assets using pixel grids for large format screens used at conferences and trade shows
• Supported the Customer Care Team by designing graphic elements for the online SharePoint community
• Generated large format signage used in conferences & trade shows

### LIFTONE *January 2017 - February 2018*
**Multimedia Designer**
• Handled company website updates
• Developed all web related assets including online advertising and media
• Created new corporate branding style guide
• Was responsible for designing and managing Google display ads and campaigns doubling exposure
• Served as videographer creating video from start to finish, including storyboarding, editing and publishing
• Handled machinery photography
• Designed print advertising and sales collateral

### C. R. ONSRUD *April 2016 - January 2017*
**Web Developer / Graphic Designer**
• Updated company website and built new product pages
• Implemented Salesforce and Pardot to create email drip campaigns and A / B testing for digital marketing
• Established new corporate branding style guide for web, print and video
• Filmed and edited videos of working machinery for sales staff
• Managed and created YouTube Channel product videos
• Handled product photography
• Produced trade show graphics and print advertising while handling print vendor relationships

### MUSCLEDRIVER USA *December 2014 - March 2016 (ceased operations)*
**Senior Graphic Designer**
• Lead a team of three people in the creative department
• Produced brand standards and style guide
• Conceptualized redesign of website to adhere to newly created style guides
• Developed wireframe for website with over 1000 products
• Assisted 3dcart to implement design into a custom Magento template
• Managed web related content updates through Magento CMS
• Streamlined ad campaigns for new product development
• Handled product / advertising photography
• Was responsible for Google AdWord campaigns and SEO

## NASCAR RACING EXPERIENCE
**Senior Web Developer / Designer** *January 2014 - December 2014*
**Web Developer / Designer** *February 2013 - January 2014*
• Was responsible for managing three company websites (NOT CURRENT WEBSITES)
• Developed promotional emails and newsletters.
• Facilitated online social media through Hootsuite social media platform
• Designed display ads for various advertising channels including Google re-targeting campaigns
• Implemented branding through logo design, website design and graphic elements for print and digital media
• Conceptualized brand standards and style guides
• Crafted graphic elements, assets and visual treatments that effectively communicated the projects ideal goal
• Produced POS displays in conjunction with Sams Club, Costco and BJ's
• Achieved most sales on record with Constant Contact's Save Local program generating 60k in sales
• Generated ad campaigns for Groupon, Living Social and Amazon Local

## WLABS  *June 2006 - February 2013*
**Freelance Graphic Designer**
• Designed various print media including trade show graphics, brochures, packaging, catalogs, and POP displays
• Provided logo and branding design
• Produced multimedia and online advertising

## LKNFUN.COM  *September 2005 - January 2012*
**Design Manager**
• Managed banner ad marketing campaigns
• Directed all ad campaigns through BanMan Pro software including ad design

## QUALITY WBT  *September 2005 - July 2012*
**Freelance Flash Designer**
• Designed graphic elements for online training classes
• Crafted interactive flash exercises and animations
• Administered customer online technical support

## TOOLS

Adobe Creative Suite • Dreamweaver • Illustrator • Photoshop • InDesign • Animate • XD • Premier • Figma • InVision • Craft CMS
Sanity • Marketo • Magento • DevTools • GitHub • MySQL • Ion Interactive

## SKILLS

HTML • CSS • SCSS • Bootstrap • JavaScript • JQuery • React.js • Git version control • Wireframing • Content Management Systems
Agile Methodology (Monday.com / Mintent) • Front End Development • UI Design • Digital Design • 2D Animation • API Integration
Responsive Design • Web Optimization • Cross-Browser Compatibility • SEO and Analytics • Branding • Print Design

## EDUCATION

**CPCC** - Charlotte, NC
Associates in Applied Science
Graphic Design / Printing Management

**UNCC** - Charlotte, NC
Graphic Design / Multimedia