




# KAYLA PIERSON

WEB DESIGNER & USER EXPERIENCE ENGINEER

## CONTACT INFO








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## AWARDS & FEATURES

-  Speaker, Cascade Conference 2018  
*Help Wanted: Building a Student Workforce*
-  Customer MVP Cassie Award  
*Hannon Hill, 2017*
-  Speaker, Cascade Conference 2017  
*COPEing Mechanisms, How to Manage a Mobile App with Cascade CMS*
-  Inclusivity Initiative Scholarship Awardee  
*Internet2, 2017*
-  Speaker, Cascade Conference 2016  
*Beyond UX: The Hidden Layer of User Experience*
-  UM Press Release  
[kpierson.us/accolades](http://kpierson.us/accolades)
-  Customer Spotlight, Hannon Hill Blog  
[kpierson.us/spotlight2017](http://kpierson.us/spotlight2017)
-  Speaker, Cascade Conference 2015  
*Optimizing the User Experience Inside and Out*











## EDUCATION

-  2013 - 2018 Master of Science, Computer Science  
*College of Humanities & Sciences - University of Montana*
-  2008 - 2012 Bachelor of Arts with High Honors, Media Arts  
*College of Visual & Performing Arts - University of Montana*
-  2004 - 2008 Co-Valedictorian  
*Roberts Public High School - Roberts, Montana*



## SKILLS AND EXPERTISE

Phototshop		Cascade CMS	
Illustrator		UX Design	
Invision		HTML & CSS	
G Suite		Laravel	



## WORK EXPERIENCE

-  Present Web Manager  
*IT Web Technology Services - University of Montana*  
As the solo staff member of the central web team at the University of Montana, I am responsible upholding the web presence of multiple campuses and managing student development of the institutional mobile app. In this short time, I have applied and expanded my knowledge of budgeting, task delegation, project prioritization, web application infrastructure, and orchestrated the CMS migration from a hosted solution to a cloud implementation.
-  2013 - 2017 Front-End Developer & Support Specialist  
*IT Web Technology Services - University of Montana*  
As design lead, I focused on brand/design continuity for the University and developed a modular framework in which UM websites are built. In addition to designing award-winning websites, I established design standards for the UMontana mobile app. During this time, I developed highly technical expertise in Less, Sass, Adobe Creative Cloud and InVision, and began developing applications using Laravel and RequireJS. I was also in charge of growing our Content Management System, supervising student employees, and conducting user training.
-  2012 - 2013 Course Supplement Designer & Consultant  
*UMOnline Innovation Studio - University of Montana*  
As part of a student team, I designed and built online course supplements for the University of Montana. Additionally, I formulated a best practices document for project workflow, implemented an office code repository, and scheduled time each week to train coworkers in HTML & CSS.

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## ABOUT ME

*Hello, I'm Kayla. First and foremost, I am a designer, but I'm also a developer, photographer, dog lover, analytical thinker, and creative problem solver.*

*For the past ten years, I've spent my time as a creative professional as well as a student at the University of Montana. I strive to find that perfect balance between form and function, beauty and simplicity, creativity and code. Web technology and its ever evolving nature has become my medium of choice. I firmly believe that design is so much more than colors and buttons; it's about making products better, enriching people's lives and building a better future.*

*With my master's thesis completed, I look forward to designing my own future.*

## OTHER INTERESTS



Games & Puzzles



Photography



Golf



Fly Fishing



Cooking



Dogs



## WORK EXPERIENCE CONTINUED

2012 - 2013 Student Web Technology Specialist  
*IT Web Technology Services - University of Montana*

As a student member of the UM web team, I assisted in the design, development, and maintenance of websites and applications for the University of Montana. I was responsible for site implementation and maintenance within the Cascade CMS and provided technical support for clients. Beyond the basics of HTML & CSS, I also attained experience in Velocity, LESS, and JQuery.

2010 - 2013 Freelance Web Designer/Developer

As a freelance developer I had the opportunity to develop unique sites for local businesses and work closely with clients to help meet their website needs. This provided me with experience in budgeting, invoicing, and project timeline management.

2011 - 2012 Contract Web Designer  
*Bigfork Web Development, Inc. - Bigfork, MT*

I worked remotely with Bigfork Web Development while pursuing my Bachelor's Degree. Typical responsibilities included site content updates, graphic design, troubleshooting and debugging, as well as some Flash development.

2008 - 2011 Senior Web Designer & Developer  
*Spectral Fusion Designs - University of Montana*

During my time at Spectral Fusion, I began to hone my skills as a designer and fell in love with the development process. Responsibilities included design, coding and development, project management, assisting University faculty, attending and directing client meetings, technology research, formalizing office standards and procedures, and training new employees.



## REFERENCES

Nick Shontz  
*Co-Founder, Geofli*

Renae Scott  
*Interim CIO, University of Montana IT*

Lindy McKay  
*Senior Creative Lead, Lionbridge*

Mario Schulzke  
*CMO, Geniuslink*

SAMPLE WORK & REFERENCE CONTACT INFORMATION  
AVAILABLE UPON REQUEST