

# Christy Presler

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📍 Saint Louis, MO

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## Senior Design Technologist

With an insatiable curiosity about human behavior and a deep understanding of technology, I am a designer who implements engineering best practices and an engineer who delivers impeccable user experiences.

## Skills

### Engineering

JavaScript  
TypeScript  
HTML5  
Sass/CSS3  
SVG  
Git  
Agile workflows

React  
NextJS  
Angular  
NativeScript  
Web3.js  
Storybook  
FE unit testing

### UX Design

Human centered design  
Design systems  
Responsive design  
Accessible design  
Information architecture  
Interaction Design  
Data driven design

Wireframing  
User flows  
User testing  
Sketch  
InVision  
Figma  
Adobe Suite

## Relevant Experience

2020 - present **Upstate Interactive** — Remote (USA)

### Senior Design Technologist

- Lead — created growth plans and lead code reviews with a team of four developers to ensure that they have what they need to be successful in their roles.
- Ensure projects launch on schedule — converted a late stage React app to NextJs to use the server side rendering capabilities to enable a key application feature.
- Support rapid time to market — built a custom design system that enabled rapid prototyping and a scalable ETH Mainnet launch.
- Optimize UX — created a custom Metamask wallet integration by balancing required custom interactions with supported functionality.

### Design Technologist

- Collaborated closely with the client's design team to vet technical feasibility of designs and make adjustments that optimized user experience and project timelines.
- Standardized the styling of an iOS app to optimize user and developer experience by creating and implementing a design system in a NativeScript application.
- Increased application stability by implementing Front End unit tests.

2016 - 2020 **Raymour & Flanigan** — Syracuse, NY

### Senior User Experience Designer

- Improved on-site search experience by using restructured data in filters, optimizing for mobile and implementing data-driven updates to grid card layout.
- Ensured scalable and consistent UX with a responsive design system for the new site.

## User Experience Designer

- Streamlined information entry by 70% and set a scalable data foundation for the new website by overhauling data structures to use a new information management system.
- Reduced “zero search result” instances for on-site search by 64% through adjusting internal product data structures to integrate with Adobe Search & Promote.

2015 - **WCNY Public Media** — Syracuse, NY

2016

## Web Designer/Developer

- Enabled single sign-on between the WCNY website and the PBS ecosystem by building a custom WordPress login integration that utilized OAuth and a PBS API.
- Decreased resources needed for donation receipts by 50% by creating a custom email receipt system that integrated with the donation payment processing gateway.

2014 - **Swanson Health Products** — Fargo, ND

2015

## Lead Front-End Web Developer/Designer

- Improved development velocity by 15% by establishing version control best practices utilizing Git with feature based branching and Gitflow processes.
- Lead the on-boarding process by expanding technical documentation to include project standards and styling best practices.

## Front-End Web Developer/Designer

- Optimized an enterprise-level e-commerce experience by redesigning and rebuilding marketing pages, search grids, and the checkout process.
- Reduced content-specific development by 70% through integrating a customized CMS for our content creators.

2013 **Appalachian Trail** — Georgia to Maine

Hiked the 2,186 mile Appalachian Trail in five months by adapting to the constantly changing circumstances and focusing on successfully completing each day's journey.

## Education & Community Engagement

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2019 - **Careers in Code Bootcamp**

2022

## Instructor, Mentor, Guest Speaker

Teaching full stack development to groups under-represented in tech in Central NY.

2018 - **Women in Code, Syracuse**

2020

## Co-Leader/Instructor

Community classes in Syracuse, NY focused on JavaScript and other technologies.

2010 **Washington University in St. Louis**

Bachelor of Fine Arts