

Laura Cecil

Contact Info: 212-749-3127 | 646-831-2904 | lcecil@nyc.rr.com
Further Info: <https://www.linkedin.com/in/lauracecil> | <http://www.lauracecil.com>
<https://github.com/cecillac>

Skills: HTML5, CSS3, SASS, SCSS, Less, BEM, SVG, Photoshop, Illustrator, Balsamiq, JavaScript, jQuery, React.JS, Node, Babel, Grunt, TDD

Career Highlights

- Increased checkout completion rates by re-engineering the shopping cart and checkout pages for six e-commerce sites.
- Increased organic SEO through codebase evaluation, training and implementation of best practices.
- Increased code scalability and maintainability by promoting responsive web design as the primary option of company's mobile strategy.

Work History

PLANNED PARENTHOOD

*New York, NY
September 2016 – November 2016*

- Participated in project ensuring PPFA's candidate recommendations were available pre-election on newly re-designed website run under new content management system.
- Converted content from the many individual PPFA websites to conform to new redesign.

JPMORGANCHASE

*New York, NY
December 2013 – May 2014*

- Wrestled Ext.JS theme styles to correspond to visual designs and wireframes for proprietary credit-risk management single page web app.
- Performed audit to ensure that new app met visual design and business user story requirements.

MEDIABRIX

*New York, NY
May 2013 – December 2013*

- Enhanced in-game advertising front-end codebase to provide smooth interaction of behaviorally-based advertising for major players in the phone game industry.
- Prototyped a new ad server platform in MVC platform.

TD AMERITRADE

*Jersey City, NJ
December 2012 – February 2013*

- Acted as primary prototyper translating wireframes and visual comps to provide proof-of-concept for the UX team.
- Participated in documenting customer journey and user flows.

REDCATS USA

New York, NY
October 2010 – December 2012

- Increased checkout completion rates by re-engineering the shopping cart and checkout page flows for six e-commerce sites.
- Increased organic SEO through codebase evaluation, training and implementation of best practices.
- Reduced page-load rate by re-factoring the front-end codebase.
- Promoted responsive web design as the company's mobile strategy.

BUDGET TRAVEL

New York, NY
March 2010 – September 2010

- Developed CSS for magazine redesign as it split from the *Washington Post*.
- Created Python templates to incorporate my HTML and CSS code.

ZIFF DAVIS MEDIA

New York, NY
July 2007 – December 2009

- Managed the front-end development of two re-designs of *PCMag.com* and *ExtremeTech.com*
- Reduced page-load by refactoring CSS codebase.

MIVA

New York, NY
February 2006 – June 2007

- Managed project to convert websites and landing pages from Yahoo's specifications to Google's.
- Created landing pages from designer specs.

Education

NEW YORK UNIVERSITY SCHOOL OF CONTINUING PROFESSIONAL STUDIES

- Web Development Certificate (Grade: A) Fall 2004
- Web Design Certificate (Grade: A) Spring 2005

FORDHAM UNIVERSITY

Degree: Bachelor of Arts
GPA: 3.4 / 4.0
Major: Political Science
Minor: Economics