

Kimball Le

Designer & Front-End Developer

Work Experience

Levi Strauss & Co. - Fashion Ecommerce

03/15 - Present

Front-End Web Developer

Manage and deploy daily promotional content leveraging ecommerce content management systems, HTML, CSS3, and Javascript. Collaborate cross functionally with marketing, product team, visual designers, engineers and merchandising to launch new product experience pages. Design, build, and maintain code repositories and libraries for ongoing product releases.

Fullback Solutions LLC - Mobile agile software

11/14 - 03/15

Creative Designer & Front End Web Developer - Consultant

Drive user registrations for a mobile agile application. Support marketing initiatives by producing corporate, promotional, and lifecycle web pages with hand-coded HTML5/CSS3/Javascript. Create marketing icons, graphics, and digital touch points for print, corporate website, email, and social media channels.

athenaHealth - Mobile health software

12/13 - Present

Email Developer & Web Developer Consultant

Drive mobile app subscriptions and user engagement through web, mobile, and email channels. Design, build, and maintain corporate website using Drupal CMS, HTML, CSS3, and Javascript. Develop responsive email marketing initiatives: triggered notifications, marketing sales, transactional, newsletter, user notifications, and dynamic/desktop/mobile responsive messaging.

Cloud Engines - Online storage service

03/12 - 03/14

UI Designer/Developer

Drive user software subscriptions through web, mobile, and email channels. Support engineering and marketing with UI design and development for acquisition campaigns. Maintain Web UI repositories for corporate website, landing pages, in-product messaging, mobile messaging, and email campaigns.

Epocrates - Mobile health software

11/11 - 03/12

Web Designer / Developer Consultant

Design and build digital nurturing deliverables for Marketo lifecycle campaigns. Drive user subscriptions through web, mobile, and email channels. Projects include: drip email campaigns, landing pages, and monthly newsletters.

TrialPay - Transactional marketing

11/10 - 12/11

Visual Designer

Design and build digital ecommerce experiences for leading brands in the tech industry. Collaborated with a team of designers in an internal agency setting. Projects include: web banners, in-product messaging, email, and landing pages.

Education

University of California Davis

Visual Communications

Bachelor of Arts, December 2008

Technical skills

Visual Design

UI Design

Vector Illustration

Typography

Layout

Branding

HTML5

CSS3

SASS

Responsive Design

Responsive HTML Email

JavaScript

jQuery

Photoshop

Illustrator

InDesign

GIT

TextMate

Bugzilla

Jira

Hybris WCMS

GSI Commerce

WordPress CMS

Adobe Target

Optimizely

Google Analytics

Contact

kbledesign@gmail.com

(530) 902 7658

www.kimballle.com