



Michael J. Pratt

UI/UX Designer & Front-End Developer

Career Experience

Threshold

June 2023 - Present

Remote

UI/UX Designer & Front-End Developer

- Create website designs that combine aesthetics with UX/UI
- Innovate by researching software, trends, and products to extend client offerings
- Design and develop websites and landing pages using a Mobile First approach
- Front-end development of both custom and templated sites
- Collaborate with designers on landing pages and websites to meet client needs
- Translates client needs into design strategies
- Adhere to and maintain server structure and nomenclature
- Articulate and pitch creative and its rationale to internal teams
- Own the tracking and analysis of User Behavior
- Maintain ADA compliance, PHP updates, and other industry standards through versioning and migrating new forms of processes

NKP Medical

Dec 2021 - Feb 2023

Remote

Front-End Web Designer/Developer

- Online development, UI/UX design, branding, eStore, ads, geo-fencing, & SEO
- Lead funneling, form conversions, A/B testing, strategic web design, & CTA placement
- Design and implement operational standards, ADA compliance, & most effective practices for B2B websites
- Utilize WordPress, Divi, Elementor, CSS, JS, CRM, & 3rd party plugins

VisionFriendly

July 2018 - July 2021

On-site

Front-End Web Designer/Developer

- Design wireframes/workflows (Figma, Sketch, Adobe XD, Moqups)
- Design & Develop front-end builds (Elementor & Divi)
- Modify & Design custom WordPress plugins
- Design & Develop custom WordPress themes
- Extensive knowledge with site builders & raw code

Education

freeCodeCamp

September 2021

Responsive Web Design

Certificate

UI/UX Certificate

The Illinois Institute of Art - Schaumburg

2015 - 2018

BFA in Web Design & Interactive Media

McHenry County College

2012 - 2014

AAS Digital Media

Phone

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Email

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Website

www.mjpdesigner.com

Skills

Web Technologies

HTML5

CSS3

JavaScript

PHP

ACF

Bootstrap

WordPress

Divi

Elementor

Responsive Design

WooCommerce

nopCommerce

ADA Compliance

Semrush

Google Lighthouse

Web Hosting Management

Web Server Configuration

Software

Figma

Photoshop

Illustrator

Adobe XD

Lightroom

Dreamweaver

Visual Studio Code

Sublime Text

FileZilla

TortoiseSVN

Axure RP

Moqups

Microsoft Word

Microsoft Excel

Microsoft PowerPoint

Recognition

The Illinois Institute of Art - Schaumburg

President's List, Dean's List

& Honor Roll

3.8 GPA

2015 - 2018