

# Jacqueline Dyach

Frontend Web Developer

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## **Professional Summary:**

Dynamic Senior Front End Web Developer with extensive experience at Screen Innovations, specializing in WordPress customization and responsive design. Proven track record in optimizing web performance and enhancing user experience. Adept at client communication and project collaboration, successfully migrating and redesigning multiple web properties to elevate brand presence.

## **Skills:**

- HTML/CSS development
- JavaScript frameworks
- PHP
- JSON and XML
- WordPress customization
- Google Analytics integration
- Responsive design
- Client communication
- Project collaboration
- Web performance optimization
- User experience design
- Content management systems
- Problem solving
- Attention to detail
- Time management
- Adaptability
- A and B testing
- CMS integration
- User experience principles
- Mobile-first approach
- Bootstrap framework
- SEO best practices
- Design collaboration
- User interface design
- jQuery proficiency
- Website analytics
- Debugging proficiency
- System maintenance
- Adobe Creative Suite
- Troubleshooting
- Time estimates
- UI updates
- Deadline adherence
- SCORM
- Adobe Creative Suite
- WP Engine
- cPanel and PhpMyAdmin
- AWS and cloud services
- InVision and design tools
- Storyline and Captivate
- Project management tools
- Windows and Mac OS

## **Professional Experience:**

### **Screen Innovations (Austin/Dallas, TX)**

**April 2018 – January 2026**

#### ***Senior Front End Web Developer***

Screen Innovations is a manufacturer of projection screens and motorized shades headquartered in Austin, TX. Since beginning in 2003, they have been bringing innovation and quality hand-built products to the international market.

- Developed a WordPress multisite network for the company's 5 main web properties
- Responsible for updating and maintaining all 5 web properties
- Created and implemented Google Analytics and Ad campaigns, goals, and tracking
- Developed and documented processes and procedures for the internal marketing team
- Seamlessly migrated web properties to an improved hosting environment
- Worked onsite for 6 months and remotely from Dallas for 7+ years

## **Project Highlights:**

- Complete redesign and rebuild of the previous "Residential" WordPress website, converting it into a Multisite
- Customized themes and plugins
- Recreated and redesigned various jQuery/PHP/MySQL end-user tools: Screen Material Wizard, Screen Size Calculator, Screen Size Comparison
- Built several application forms with conditional logic
- Created brand new "Commercial" subsite with variation of "Residential" theme, including content tailored for this market and an additional section for "International" sales
- Created brand new "Support" subsite with further modified variation of "Residential" theme, including video tutorials, document downloads, FAQ/Troubleshooting
- Recreated and migrated the existing external WordPress installation for the "Blog", integrating it into the new multisite as a section of the main "Residential" website

- Integrated a customized secondary theme to integrate with the main “Residential” subsite using a theme switcher and customized theme
- Developed custom plugins to allow for compatibility and integration with the “Residential” site’s main theme and Avada’s Fusion Builder framework
- Custom landing page layout for “Customer Showcase” category
- Developed and maintained a “Drivers” download resource library subsite
- Implemented “Fabric Wizard” tool for viewing and sorting hundreds of shade fabric selections available for window coverings
- Created a new subsite for the window covering brand “Shade Innovations” and domain shadeinnovations.com

### **Mercury Studio (Royal Oak, MI)**

#### ***Lead Front End Web Developer***

**February 2009 – February 2018**

Mercury Studio is a web and digital marketing firm based in Metro Detroit. Mercury provides custom web-based and mobile solutions for small to large companies, including providing design and development services to major automotive corporations, national marketing and advertising agencies, and multinational organizations.

- Developed 100+ websites through the entire SDLC
- Worked closely with clients, internal and external teams, and backend developers in all project phases
- Complete WordPress development for dozens of websites, including custom-made templates, template customizations, in addition to rebranding and fully redesigning existing websites, and migrating websites from other CMS platforms

#### **Project Highlights:**

##### **Chick-fil-A**

- Custom frontend development for Chick-fil-A’s “Kid’s Club” online registration portal. HTML, CSS, jQuery, Ajax
- Frontend development for a Chick-fil-A internal website. Ability for franchisees to browse promotional event ideas, save favorites, rate programs, and download resources. HTML, CSS, jQuery, Ajax

##### **Carhartt**

- Developed an interactive mobile-responsive “page-flip” catalog for a national clothing retailer using HTML, CSS, and jQuery

##### **Automotive Domain**

- Fully custom responsive training website for **Honda Fit** product launch. Provided dealership employees with videos and training materials, as well as a forum to ask questions. HTML, CSS, Vanilla Forum (PHP)
- Created numerous HTML5 web-based training courses for **GM, Ford, Lincoln, Honda, Mazda, Infiniti, TOYO**, using Articulate Storyline and Adobe Captivate. Certification courses incorporated video, animations synchronized to audio, as well as activities such as multiple choice questions, drag-and-drop exercises, and other clickable interactions. Courses optimized for performance, ranging from legacy operating systems and browsers (using Flash fallback), across modern browsers and tablet devices. Custom frameworks and interfaces built using JavaScript and jQuery. Courses integrated into various LMS environments using SCORM (1.2) technology

**Environment:** HTML, CSS, JavaScript, jQuery, PHP, Adobe Creative Suite, WordPress, Basecamp, Agile methodology

#### **Education:**

##### **College For Creative Studies - Detroit, MI**

Bachelor of Fine Arts, Graphic Design