

Kara Flaherty

Web Developer
& Visual Designer



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PROFILE

I emphasize test-driven development in all of my work with an eye toward clean and simple user experiences, beautiful and concise code, and well-documented version control.

With learning as my top StrengthsFinder© skill, tackling new languages and frameworks is one of my favorite things to do to satisfy my constant curiosity for how things work.

TECHNICAL SKILLS

HTML5, CSS3, JavaScript, jQuery, **Angular,** React, Node.js, **Bootstrap, Ruby, Rails,** RSpec, REST API design, **JSON,** regex, AWS Lambda, **Alexa Skills Kit,** Firebase, MySQL, PostgreSQL, **Wordpress, Google Analytics,** **Photoshop, Illustrator, InDesign,** **UI/UX design, Agile principles**

EDUCATION

University of Nebraska
at Kearney | 2011
B.A. in Mass Media / Visual
Communication & Design

Bloc | 2017
Full-Stack Web Development

Udacity/Grow With Google | 2018
Mobile Web Development

EXPERIENCE

DISH | Software Engineer

2/2018 - Current

Fortune 200 company with more than \$15B in annual revenue that continues to redefine the communications industry through direct-broadcast satellite and internet-delivered TV services, plus IoT innovations and strong investments in the 5G wireless space

- Design and develop promotional email campaigns for marketing, acquisition and retention purposes that serve up to 2 million inboxes daily
- Work with the data team to develop, test and ship transactional emails for outbound customer communications
- Collaborate with several internal teams, including customer apps, web development, IoT, SlingTV, Parkifi and internal communications

Prairie Mountain Media | Page Designer & Editor

1/2017 - 2/2018

Design hub for over 20 Colorado and out-of-state newspapers and publications, including the Boulder Daily Camera, Denver Post, and St. Paul Pioneer Press

- Work with remote editors via Slack to organize, edit, and design the daily newspaper and special sections under tight production-critical deadlines
- Format content according to HTML tags and CSS stylesheets that automatically set print and web typography according to each paper's style
- Stand in as secondary editor to the Colorado Daily, which requires further HTML/CSS formatting of content to prepare it for the web and social media

Self-employed | Web & Graphic Designer

1/2009 - 12/2016

Freelance and contract work for independent publications, small businesses, and established marketing companies in the U.S., South Korea and Australia

- Join teams remotely to build websites, test user experiences, code custom plugins, create content, and design cohesive branding
- Troubleshoot design and database issues for Wordpress clients
- Design and implement marketing campaigns for email and social media

Angle Magazine | Web & Graphic Designer

5/2014 - 5/2016

Independent magazine focused on arts and culture in the southern half of South Korea (anglemagazine.co.kr)

- Create cohesive branding to work for both print and digital publication
- Implement custom design and development changes to the website
- Complete A/B testing for each digital edition, making adjustments as needed for future editions based on Google Analytics results and SEO conversion rates

Scottsbluff Star-Herald | Multimedia Designer

6/2012 - 12/2013

Professional work in the advertising and multimedia departments at Scottsbluff's local newspaper with a circulation of more than 16,000

- Design, code, and ship marketing campaigns for email and social media
- Convert content from print to digital via HTML/CSS and the addition of photo galleries and related content to keep the newspaper's website up-to-date
- Utilize my web development skills for advertising clients who a) don't have a website, b) want a new website, or c) need help with their current website
- ★ As a new, much-needed income stream for the advertising department, web development became a permanent staple of the newspaper's digital media offerings for local advertisers based on my successful implementation.