Erik S. Randall

LinkedIn | Dribbble | Behance

UI/UX Designer

I design with clarity in mind, typically adhering to form over function that allows content, color, and typography lead the way. Utilizing CMS, primarily WordPress. Utilizing visual wp theme builders like DIVI, Elementor, and Cornerstone has allowed me to focus on UX/UI vs getting bogged down in code.

Core Competencies

UI & UX Development / Front-End Development / **Visual Design** / Interactive Design **Design Principles** / Product Thinking / **Requirements Gathering** / User & Process Flows **User Research** / Wireframing / **Prototyping** / Site Maps / **Communication** / Reporting **Analysis** / Leadership & Collaboration / **Troubleshooting** / Complex Problem-Solving

Recent Experience

2019 – 2022
Software Management, LLC
Front-end Developer

- Engaged numerous stakeholders to support Kentucky County Clerks' website, social media, and Google listings requirements while operating under strict deadlines and heavy workloads.
- Planned, developed, tested, deployed, and maintained 60+ web properties using WordPress, DIVI, and other software.
- Handled time-sensitive troubleshooting and remediation as the go-to resource for escalated issues.
- Maintained several corporate websites, all while coordinating with backend developers to build out new business software within strict organizational requirements.
- Upheld a consistent look and visual theme across each website by promoting uniform fonts, formatting, images, and layout. Coached other developers on specific branding and themes for the organization.
- Standardized methods to design, test, report, and debug multiple iterations, increasing workflow.
- Worked closely with software developers to create final visual designs
- Leveraged insights from competing websites and acted as a subject matter expert in new standards, technologies, and trends in website development.

2018 – 2019
Shortcuts Software
Marketing Director/BDR

- Functioned as the key marketing strategist, leading the company's largest proprietary brand to drive numerous product launches and drive new product revenue.
- Identified, established, and managed external vendors and resources for the execution of graphic design and photography for marketing collateral while balancing long-term objectives.

2015 – 2018
Humana Contractor
Front-end Developer

- Planned, tested, deployed, and maintained the entirety of Humana's' web properties using SiteCore 8, and other software.
- Remedied time-sensitive website problems, creating a relevant FAQ for reliable resolution.
- Excelled throughout coding, testing, defect fixes, and production support, using agile CI/CD methodologies.

Add. Experience
Graphic Designer, Staub Screen Printing, 2015 **/** Internet Marketing & Sales, Bluegrass Harley-Davidson, 2015 **/** Graphic Designer, Del Mio Corpo, 2014 – 2015 **/** Internet Marketing & Sales, Motor City Harley-Davidson, 2009 – 2014 **/** Internet Sales Director, Palace Chrysler Jeep, 2008 – 2009 **/** Sergeant, USMC, 1994 – 2000

EDUCATION
Completed Udemy Certifications: UX Design & User Experience Design Course
Forthcoming Udemy Certifications: UX Design Essentials – Adobe XD UI UX Design **/** Become a Designer in 2022! Master Mobile and Web Design, User Interface + User Experience (UI/UX Design), HTML, and CSS **/** Learn PHP, JavaScript, WordPress theming & the WP REST API to Create Custom & Interactive WordPress Websites **/** Angular - The Complete Guide (2022 Edition) / jQuery UI in Action: Build 13 jQuery UI Projects

ADDITIONAL CREDENTIALS
Skills: Semantic HTML **/** CSS **/** JavaScript **/** jQuery
Tools: Adobe (XD, Photoshop, Illustrator, InDesign) **/** Figma **/** WordPress **/** WP Builders (DIVI, Cornerstone, Elementor) **/** Azure **/** GitHub **/** Bitnami **/** MS SQL Server
Interests: Music **/** Gaming **/** Animals **/** Longboarding **/** Sculpting

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