# PRALIE DUTZEL

Senior UX Designer & Front-End Developer

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## Skills

UI/UX Design + Strategy
Front-End Development
Design Systems Management
Component Development
Responsive Web Design
Product + Enterprise Design
Accessibility
Wireframing & Prototyping
Data Visualizations
HTML Email Development
Information Architecture
Copywriting

## Design Tools

Figma
Sketch + Zeplin
Adobe Photoshop + Illustrator
Invision

## Development Languages

Semantic HTML
CSS + Sass
JavaScript + React
Elixir + Phoenix
WordPress + PHP

## Soft Skills

Code Organization
Team Leadership
Project Management
Mentorship

## Experience

### Joydrive // Senior Front-End Web Designer

Mar 2020 - Jul 2024

In this hybrid role, I did both design and front-end development for an online automotive marketplace and dealer-focused management tools.

- Led major product design initiatives including a robust checkout process, passwordless authentication, dealer tools, and a complex wholesale auction system for Polaris
- Implemented a design system in Figma with design token support for multiple brands including Subaru and Toyota
- Redesigned Joydrive's website to reflect their growing business and ensure brand colors were accessible
- Created an evolving library of shared components using Phoenix LiveView, along with extensive documentation
- Spearheaded multiple accessibility audits with a goal of achieving WCAG 2.1 compliance across five product verticals, each with multiple themes
- Worked with Polaris to launch a new online powersports marketplace and dealer management tools

### Vrbo // Design Technologist

Apr 2018 - Mar 2020

I worked at the intersection between design and development for internal-facing products aimed at improving the workflows of property owner support specialists.

- Helped coordinate communication and collaboration across UX, engineering, and product
- Created and managed a design system and accompanying components across Sketch, Figma, and React
- Collaborated on standardizing data visualizations across Expedia Group, with a focus on accessibility
- Developed various prototypes for usability studies and showcasing desired responsive behaviors and animations

## Education

**The University of Advancing Technology // 2009 - 2012**
Bachelor of Arts in Game Design

Graduated with Honors
Magna cum Laude

## Speaking Engagements

**CSSDay.io // Dec 2016**
The In-Betweeners of Responsive Web Design

## Awards & Mentions

**PXG // 2016**
Phoenix ADDY award for responsive website design

**Valley of the Sun YMCA // 2015**
Phoenix ADDY award for responsive website design

## Conversation Starters

Video Games
Corgis
Hockey
Baseball
Pokemon
Legend of Zelda
Studio Ghibli
Drawing
Baking

## Experience Continued

### Creative Anchor // Freelance Designer & Developer
Nov 2013 - Dec 2023

As a freelancer, I've worked with a number of clients to design and develop custom websites, HTML emails, and complex user experiences.

- Designed and handled the front-end implementation for ElixirConf's 2023 event website
- Provided consulting on ways to improve usability, accessibility, performance, and code structure
- Developed custom WordPress themes and plugins
- Assisted with CMS setup, maintenance, and training

### BIG YAM // Senior Front-End Developer
Jan 2017 - Mar 2018

While at the Parsons advertising agency, I led all front-end and email development projects for a number of clients including PXG and the Bob & Renee Parsons Foundation.

- Trained junior developers, organized developer team meetings, and provided project estimates
- Internally presented on a number of topics such as usability, web performance, accessibility, and SEO
- Led client training and wrote documentation on website maintenance, HTML email templates, and more
- Developed custom WordPress themes, e-commerce websites, and marketing websites
- Architected scalable front-end solutions in collaboration with designers and back-end developers

### BIG YAM // Web Developer
Jun 2014 - Jan 2017

Prior to my promotion, I worked as a web developer with a focus on CSS and JavaScript, and learned PHP and WordPress to better support our back-end developers.

- Worked closely with designers to build out the markup for clients' websites and provided UI/UX strategy input
- Built and tested HTML email templates for marketing, events, and e-commerce