



LOUIS STEPHENS

I am a versatile individual focused on front end web development and design with a background in print and online digital solutions.



EXPERIENCE

Senior Front End Developer, Dealer Inspire / Cars.com - Naperville, IL
February 2014 - April 2020

- Design and code responsive HTML5 WordPress websites that expertly adhere to web standards and cross-browser compatibility
- Integrate solutions for new features and third party integrations based on best practices and emerging trends in UI design
- Coordinate and organize strategies for usability and A/B testing based on analytical data in order to boost revenue
- Review corporate OEM compliance guidelines and incorporate consistent standards into template themes
- Manage support ticket requests for existing websites communicating directly with clients and team members
- Manage, train and mentor Web Developer staff until they are able to work on multiple projects under a tight schedule

Senior Web Designer, Dealer HD / PMT Advertising - Frankfort, IL
May 2005 - February 2014

- Designed, constructed and maintained websites, landing pages, flash banner ads and HTML mailers
- Led 2D character animation projects for commercials broadcasted in locally zoned TV spots
- Worked closely with programmers to establish efficient solutions for complex web applications
- Managed, trained and mentored Web Developer staff until they were able to work on multiple projects under a tight schedule
- Collaborated and communicated with Designers, Developers, Project Directors, Marketing Managers and Sales Managers to determine practical solutions for enhancing internal operations as well as strategies for cross media campaigns

Marketing Art Director, Four Seasons Heating & Air Conditioning - Chicago, IL
August 2004 - May 2005

- Established an internal Marketing Department producing a variety of campaign projects and digital solutions for in-house and public distribution
- Organized creative brainstorming sessions with president/owner and other department heads
- Conceptualized, created & prepped graphic design assets for a variety of projects including: presentations, business development and advertising materials, newsletters, newspaper ads, promotional audio/video media, and branding strategies

Video Editor / Graphic Designer, Video Impressions - Aurora, IL
July 2000 - April 2002

- Designed video and PowerPoint presentations for speaker supported trade shows
- Created 3D animations (logos, demonstrational and character) and motion graphics sequences
- Worked closely with executive producers to formulate practical and aesthetic solutions from concept to design

SKILLS

CODING

CSS3 (Flexbox & Grid) • CSS animation • Pure CSS) • SASS • HTML5 • jQuery • PHP • Composer • Bamboo • BitBucket • Mercurial • Git • Sourcetree • Version Control • Bootstrap • WordPress • Gravity Forms • Pagespeed • Accessibility • Email Marketing • HTML Mailer Design

DESIGN

Photoshop • Illustrator • InDesign • Premier • After Effects • Affinity Designer • Affinity Photo • 3D Studio Max • Lightwave

INDUSTRY TOOLS

Google Analytics • Google Search Console • Google Tag Manager • Google My Business

PROJECT MANAGEMENT

Jira • Basecamp • Salesforce Lightning • Desk • LastPass • Confluence • Slack • Zoom • Dropbox • Google Apps • Loom

EDUCATION

The School of the Art Institute of Chicago
Bachelor of Fine Arts | Film and Animation

ABOUT ME

If referring to me by my first name, I prefer Louie. I love working with my hands and I am a visual learner. I enjoy watching documentaries, Pixar movies, and 80's movies. The only sport I know a lot about is skateboarding.

CONTACT

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