

# Tessa Woodard

UI/UX Front-End Web Developer | Accessibility & CMS Specialist

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## SKILLS

**Front-End Development:** HTML5, CSS3, Bootstrap 3, JavaScript, jQuery, React.js, SASS, Styled-Components, Material-UI

**CMS & E-Commerce Platforms:** Salesforce Commerce Cloud (SFCC), Salesforce Service Cloud, Contentstack, Storybook, Okra, Content Hub

**UI/UX & Accessibility:** User Experience (UX), User Interface Design, Wireframing, Prototyping, Responsive Web Design, ADA Compliance, WCAG Accessibility Standards, Cross-Browser Compatibility

**Design Tools & Assets:** Adobe Creative Suite (Photoshop, XD, Illustrator), Figma, Stockpress, Shutterstock

**Testing & Optimization:** Chrome DevTools, BrowserStack, Google Analytics (GA4), Data Layer Tagging, Page Speed Optimization, SEO Best Practices

**Version Control & Workflow:** Git, GitHub, Bitbucket, Jira, Agile Methodologies

**Ticketing & Collaboration Tools:** Salesforce Service Cloud, Jira, GitHub, Bitbucket

## EXPERIENCE

### DealerOn, Remote — Web Designer

January 2025 - Present

- Designed and developed responsive web pages using hand-coded HTML5, CSS3, jQuery, and Bootstrap 3
- Ensured ADA and WCAG 2.1 compliance for accessibility and consistent branding
- Optimized site performance and SEO with Google GA4 tagging and metadata best practices
- Translated mockups and copy into pixel perfect layouts within a proprietary CMS
- Collaborated via Salesforce Service Cloud, adhering to dealership standards and delivering modern design solutions

### Crocs, Remote

Digital Developer, Web February 2024 - September 2024

- Supported React development and modularized storefront code using Okra and Storybook
- Maintained and tested storefront features across legacy codebases with version control via Bitbucket and issue tracking in Jira
- Collaborated with cross-functional teams including QA, DevOps, accessibility, and email to ensure consistent, accessible component behavior across the platform
- Ensured ADA/WCAG compliance and improved UX through modular design and performance optimization
- Participated in Agile sprints and code reviews to support scalable front-end development workflows

Front End GTM Developer March 2022 - February 2024

- Partnered with UX, Design, and Marketing teams to craft responsive, cross-browser templates for GTM campaigns
- Managed e-commerce storefront assets using Salesforce Commerce Cloud / Business Manager, integrating third-party tools
- Developed and optimized HTML/CSS templates ensuring WCAG and ADA compliance and brand consistency
- Refined Adobe XD and Figma files for accurate HTML/CSS implementation and collaborated with project managers and design teams to scope projects and provide effort estimates for timely B2B and B2C delivery
- Diagnosed and resolved codebase issues to improve platform stability and user experience

## EDUCATION

Devmountain — Full-Stack Web Development Certification with Honors, 2020