

Christy Presler

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📍 Falls Church, VA

Senior Design Technologist

With an insatiable curiosity about human behavior and a deep understanding of technology, I am a designer who implements engineering best practices and an engineer who delivers impeccable user experiences.

Skills

Engineering

JavaScript	React
TypeScript	NextJS
HTML5	Angular
Sass/CSS3	NativeScript
SVG	Figma Plugins
Git	Storybook
Agile workflows	FE unit testing

UX Design

Human centered design	Figma
Design systems	Wireframing
Responsive design	User flows
Accessible design	User testing
Information architecture	Adobe Suite
Interaction Design	
Data driven design	

Relevant Experience

2022 - **Nearform (Previously Formidable)** — Remote (USA)

Present **Senior Design Technologist**

- Design Systems — upgraded the core Figma design system for PUMA with components mirroring developed capability, communicated changes to design users and gathered feedback on the new features.
- Actionable Metrics — created a script to track design system usage within down stream products to provide the team with insight into how to improve system usage.
- Rapid Prototyping — researched technical options for a new feature and produced a functional prototype demonstrating how the feature could be used.
- Figma Widget Development — upgraded the UX of the FigLog change tracking widget to make it easier for users to add, categorize, and edit their changes. Helped the widget gain over 2K+ additional active users.

2020 - **Upstate Interactive** — Remote (USA)

2022 **Senior Design Technologist**

- Lead — created growth plans and lead code reviews with a team of four developers to ensure that they have what they need to be successful in their roles.
- Ensure projects launch on schedule — converted a late stage React app to NextJs to use the server side rendering capabilities to enable a key application feature.
- Support rapid time to market — built a custom design system that enabled rapid prototyping and a scalable ETH Mainnet launch.
- Optimize UX — created a custom Metamask wallet integration by balancing required custom interactions with supported functionality.

Design Technologist

- Collaborated closely with the client's design team to vet technical feasibility of designs and make adjustments that optimized user experience and project timelines.
- Standardized the styling of an iOS app to optimize user and developer experience by creating and implementing a design system in a NativeScript application.
- Increased application stability by implementing front end unit tests.

2016 - **Raymour & Flanigan** — Syracuse, NY

2020 **Senior User Experience Designer**

- Improved on-site search experience by using restructured data in filters, optimizing for mobile, and implementing data-driven updates to grid card layout.
- Ensured scalable and consistent UX with a responsive design system for the new site.

User Experience Designer

- Streamlined data entry by 70% by working with IT to use a new data management system.
- Decreased null search instances by 64% through integrating Adobe Search & Promote.

2015 - **WCNY Public Media** — Syracuse, NY

2016 **Web Designer/Developer**

- Enabled single sign-on between WCNY and PBS ecosystem via a custom WordPress login integration using OAuth and a PBS API.
- Decreased donation receipts resources by 50% by creating a custom email receipt system.

2014 - **Swanson Health Products** — Fargo, ND

2015 **Lead Front-End Web Developer/Designer**

- Improved development velocity by 15% by establishing Git best practices.
- Lead the on-boarding process with expanded documentation on standards and styles.

Front-End Web Developer/Designer

- Optimized an enterprise-level e-commerce experience by redesigning and rebuilding marketing pages, search grids, and the checkout process.

Education & Community Engagement

2019 - **Careers in Code Bootcamp** — Instructor, Mentor, Guest Speaker

2022 Teaching full stack development to groups under-represented in tech in Central NY.

2018 - **Women in Code, Syracuse** — Co-Leader/Instructor

2020 Community classes in Syracuse, NY focused on JavaScript and other technologies.

2010 **Washington University in St. Louis**

Bachelor of Fine Arts