



**KASEY L. LABELLE**  
GRAPHIC DESIGN  
& WEB DEVELOPMENT

## EDUCATION

### **SALVE REGINA UNIVERSITY | NEWPORT, RI**

B.A. in Studio Art with a concentration in Graphic Design | 05/2010

GPA: 3.61 · Cum Laude, Dean's List Recipient, Member of Kappa Gamma Pi, Delta Epsilon Sigma, the VIA Program (Vital Studies for Whole Life Design), Salve Regina AIGA Student Chapter, Salve Regina Art Guild

### **AMERICAN GRAPHICS INSTITUTE | WOBURN, MA**

Certificate of Completion, JavaScript | 07/2013

### **FUTURE MEDIA CONCEPTS | CAMBRIDGE, MA**

Certificate of Completion, HTML5 and CSS3 | 03/2013

## PROFESSIONAL EXPERIENCE

### **VISTAPRINT | WALTHAM, MA**

Senior Software Engineer | 04/2014 - Present

Leverage HTML, CSS, Less, C# with Razor syntax, and XML to develop global responsive templates that work seamlessly across more than 50 localized Vistaprint websites viewed by over 700,000 daily unique visitors. Guide art directors towards UI design solutions that lend themselves to a responsive environment. Partner with global stakeholders to establish a process for creating responsive templates. Curate and lead trainings on responsive web design concepts, best practices, tips and tricks, and new web technologies. Enhance tooling in order to automate maintenance and lighten the workload for front end developers and web designers. Promoted from Web Designer and Developer to Senior Front End Developer after 10 months, and from Senior Front End Developer to Senior Software Engineer in May 2016.

### **JLL | BOSTON, MA**

Graphic Designer | 04/2012 - 03/2014

Created print and digital materials using CC including logos, brochure systems, HTML email campaigns, environmental graphics, wayfinding, websites, and new business pitch materials. Implemented knowledge of XHTML, CSS, HTML5, and CSS3 to create websites. Used JavaScript and jQuery to replace Flash and optimize newly created and existing websites for mobile devices. Trained designers and operations team on brand standards, company best practices, content management system, and writing basic HTML.

### **KLL DESIGN | PAWTUCKET, RI**

Founder, Designer, Developer | 05/2010 - Present

Design identity systems, promotional items, print and web advertisements, flyers, and websites using CS6. Create and assemble personalized wedding and anniversary party invitations, birth announcements, and handmade cards and envelopes. Mildly obsess over textures. Prepare files for print production.

### **NAVIGANT CREDIT UNION | NORTH SMITHFIELD, RI**

Residential Mortgage Servicer | 01/2011 - 04/2012

Designed internal forms, checklists, real estate profiles, promotional marketing materials, and templates for cross-departmental teams with CS5 and Microsoft Office. Overhauled inefficient tracking system to more effectively monitor pipeline. Built strong relationships with customers and vendors.

### **RASKIN RESOURCES | NEWPORT, RI**

Graphic and Web Designer | 12/2008 - 09/2010

Initiated redesign of company identity system and website. Designed business cards, flyers, newsletters, and print and web advertisements. Trained employees to create and update content using CS4 and Joomla. Developed new business by establishing an online presence on social networks.

### **RUBIC DESIGN + INTERACTIVE | MIDDLETOWN, RI**

Graphic and Web Design Intern | 01/2009 - 05/2009

Worked independently and collaboratively to design logos, sitemaps, banners, web and print advertisements, and newsletters using CS3 and MailChimp. Prepared content and images for, and added content to, websites using HTML, Drupal, and Adobe GoLive.

## TECHNICAL SKILLS

Mac aficionado, daily PC user | Responsive design and development, HTML5, CSS3, Less, jQuery, JavaScript, C# with Razor syntax, XML | Adobe CS3-CC: InDesign, Illustrator, Photoshop, Dreamweaver, Flash, After Effects | Microsoft Visual Studio, Outlook, Word, PowerPoint, Excel | Apple Mail, Keynote, Numbers | Sublime Text | TortoiseSVN

## AWARDS

GD USA American Inhouse Design Award for Grafton Science Park identity design · 2013

GD USA American Inhouse Design Award for Two Liberty identity design · 2013

Jones Lang LaSalle National First and Best Practices Award for Belly Band Initiative · 2013

## AFFILIATIONS

AIGA Member · 2008 - Present

Providence UX Meetup Group · 2014 - Present