Ted Boyer

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WORK EXPERIENCE

Inkling

Senior Front-End Designer | Remote | Full-time | May 2023–Present
Front-End Designer | Remote | Full-time | September 2021–May 2023

Lead the end-to-end design and development process for Inkling's B2B customers by scoping projects, coding responsive brand-aligned templates, and training customers on advanced software use and techniques

- Redesigned our Figma template by integrating patterns as components, automating tedious processes, and finding opportunities to use cutting-edge features, resulting in a 36% decrease in hours for design mockups
- Partnered with content strategists to ensure content design quality and consistency at scale
- Led an effort to organize and prioritize updates and improvements to our front-end boilerplate in tandem with Product Managers and Engineering. Presented results and documentation to company at large.
- Co-authored and designed a Content Design Best Practices guide to equip customers with practical insights to advance their content authoring lifecycle
- Reduced a 5-year backlog of codebase issues by 80% (60+ issues completed)

Electric Pen

Web & Presentation Designer | Remote | Full-time | May 2021–September 2021

Provided brand design, web development, and ongoing support for client projects

- Built wireframes and prototypes for seamless integration with WordPress sites
- Designed presentations and print templates while playing within strict, extensive brand guidelines
- Communicated with vendors and development partners for successful design handoffs

University of Washington

Graphic Designer | Remote | Contract | January 2021–April 2021

Played an integral role in the relaunch of the School of Public Health's magazine, contributing print layouts, story illustrations, web design, and front-end programming for the 50th anniversary edition

- Designed web, email, and social content that visually highlighted the school community

Web Designer | Remote | Contract | August 2020–January 2021

Developed user-friendly, responsive design concepts for the UW DEOHS site, collaborating with web developers to plan and implement these features in Drupal

- Designed infographics and illustrations, and provided in-house creative expertise
- Proposed site improvements that aligned with team priorities, with a focus on web accessibility and engagement across multiple audiences (students, faculty, alumni, and employers)

Brokaw

Programmer & Designer | Cleveland, OH | Full-time | May 2018–August 2020

Provided exceptional UX design, digital design, and front-end programming for clients, and collaborated creatively with agency teams to solve tough design problems with fresh thinking

- Coded clean, semantic HTML5, CSS/SCSS, PHP, & jQuery for website redesigns, email campaigns, and animated banner ads, established documentation, and integrated best practices and emerging techniques
- Presented annotated wireframes and interactive prototypes to share design decisions
- Introduced workflows to ensure timelines, budgets, and areas of completion were on track for larger website projects

EDUCATION

BFA in Graphic Design

The University of Akron | May 2018

Managed the Myers School of Art's website and online presence and participated in Design x Nine, the school's award-winning in-house design studio

SOFTWARE

Creative | Figma, Adobe Creative Cloud

Web Technologies | HTML5, CSS, Sass, PHP, WordPress, Drupal, Advanced Custom Fields (ACF), Eleventy, JavaScript, VS Code, Git, Subversion (SVN), DevTools

Collaboration | Jira, Confluence, Bitbucket, CodePen, Notion, Trello, Asana, Miro

Marketing | Google Analytics, Mailchimp, Klaviyo, HubSpot, Litmus

SKILLS

Design | Branding & identity, digital design, UI/UX, typography, illustration, layout, photo editing & retouching, motion design, storytelling

Web | Front-end development, email production, QA testing, wireframing, prototyping, pattern development, advanced HTML/CSS, accessibility, progressive enhancement, agile

Product | Design systems, research, cross-functional collaboration, stakeholder communication, project scoping, sprint planning, prioritization

ACHIEVEMENTS

Cleveland ADDY Awards | 2020
Cayman Jack Microsite, Silver
2018 RTA Digital Annual Report, Silver

District 5 ADDY Award | 2018
Loop Brand Identity, Silver

Akron ADDY Award | 2018
Loop Brand Identity, Gold

COMMUNITIES

SmashingConf | Smashing Magazine
OIT | Out in Tech
AAF | American Advertising Federation
AIGA | American Institute of Graphic Arts