Ted Boyer

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WORK EXPERIENCE

Senior Front-End Designer at Echo360 (formerly Inkling)

September 2021–Present • Remote • Full-time

Lead the end-to-end design and development process for B2B SaaS customers by scoping projects, conducting discovery sessions, coding responsive brand-aligned templates, and training customers on advanced software use—enabling teams to build large-scale content libraries with confidence

- Redesigned our Figma template by integrating 50+ patterns as robust components, automating tedious processes, and finding opportunities to use cutting-edge features, resulting in an average 40% decrease in hours for new 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 90% within two years (70+ issues completed)
- Collaborated with multiple product teams to contribute my web and UI expertise toward roadmap deliverables and design system maintenance

Web & Presentation Designer at Electric Pen

May 2021–September 2021 • Remote • Full-time

Provided brand design, web development, and ongoing support for client projects, including startups, small businesses, and large tech corporations

- 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

Graphic Designer at University of Washington

January 2021–April 2021 • Remote • Contract

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 at University of Washington

August 2020–January 2021 • Remote • Contract

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)

Programmer & Designer at Brokaw

May 2018–August 2020 • Cleveland, OH • Full-time

Provided exceptional UX design, digital design, and front-end programming for 26 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 *• Akron, OH • August 2013–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

TOOLS

Design Software: Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign)

Web Technologies: HTML, CSS, Sass, VS Code, Git, DevTools, WordPress, Drupal, Advanced Custom Fields (ACF), PHP, Bitbucket, CodePen

Collaboration & Marketing Tools: Jira, Confluence, Notion, Asana, Miro, FigJam, HubSpot, Mailchimp, Klaviyo, Litmus, Google Analytics

SKILLS

Technical Skills: Design systems, web development, user experience design, prototyping, wireframing, accessibility, HTML email production, QA testing, documentation, sprint planning, backlog grooming, prioritization

Creative Skills: Visual design, branding & identity, storytelling, creative ideation, typography, layout, illustration

Project Leadership: Cross-functional collaboration, client communication, project planning & strategy, scoping & execution

AWARDS

Cleveland ADDY, Cayman Jack Microsite, Silver • 2020
Cleveland ADDY, 2018 RTA Digital Annual Report, Silver • 2020
District 5 ADDY, Loop Brand Identity, Silver • 2018
Akron ADDY, Loop Brand Identity, Gold • 2018

COMMUNITIES

Smashing Magazine, Out in Tech, American Advertising Federation (AAF), American Institute of Graphic Arts (AIGA)