

# JASON FIELDING



## UI/UX DESIGNER | DEVELOPER

### PERSONAL STATEMENT

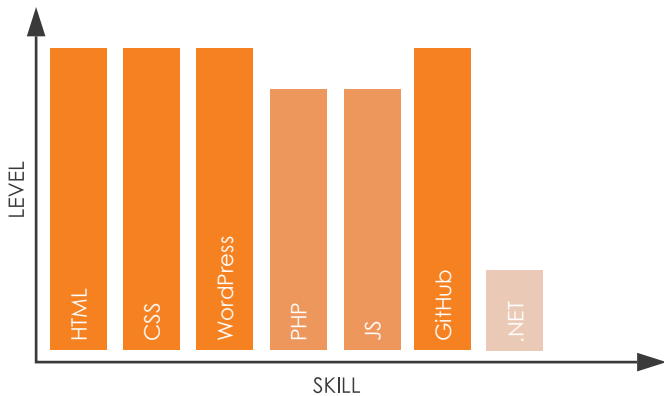


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I am a front-end web developer with a background and degree in graphic design. Although I'm not a back-end developer, I have a lot of experience developing websites using PHP and .NET technologies including integrating websites into CMS such as WordPress. My philosophies are as follows: The look of the design is different than the feel; Design can never be too simple; Usability and the utility, not the visual design, determine the success or failure of a web-site; Test early and often.

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### TECHNICAL SKILLS



### DESIGN & OTHER SKILLS



### PERSONAL HOBBIES



### AVAILABLE FOR:

**HIRE & FREELANCE**

### GET IN TOUCH:

**WEBSITE**  
<http://jasonfielding.io>

**MOBILE**  
859.608.2426

**EMAIL**  
[jasonf\\_1102@yahoo.com](mailto:jasonf_1102@yahoo.com)

### WORK HISTORY & EXPERIENCE

#### NetDocuments

##### Senior Web Strategist - 2024 - Present

- Lead corporate website overhaul & WordPress architecture modernization
- Manage and continuously improve NetDocuments.com and supporting microsites
- Develop custom WordPress functionality using PHP, JavaScript, HTML, and CSS
- Implement UX, performance, and SEO improvements to optimize lead generation and site usability
- Partner with marketing, product, and leadership teams to align web strategy with company initiatives
- Maintain GitHub-based development workflow and collaborate with cross-functional teams

#### Valvoline Inc.

##### Web Manager - 2020 - 2024

- Managed 20+ corporate and regional websites across WordPress, Optimizely, and Sitecore
- Led website redesigns and improvements to enhance user experience, performance, and brand consistency
- Designed and developed marketing landing pages and front-end features supporting campaigns and product launches
- Collaborated with marketing, design, and development teams to implement scalable web solutions
- Served as liaison between regional offices, corporate leadership, and external agencies for web initiatives
- Managed projects through planning, design, development, and launch

#### Cabinet for Economic Development

##### Web Designer/Developer - 2012 - 2020

- Design responsive website UI using Photoshop and other Adobe software
- Develop websites from my own interface designs as well as other designers' using HTML, CSS, Javascript, PHP & .NET
- Lead projects through all phases (discovery to design to development)
- Participated, lead in brand creation and equity
- Collaborate with graphic designers and other creative people
- Integrate fully developed interfaces into WordPress themes
- Maintain all Cabinet websites and Cabinet association websites

#### Freelance Web Designer/Developer

##### WebMedley 2011-2012, ViaMedia 2011 - 2012, Digitalworks 2011 - 2012, Pete's Deals 2012, Personal Clients 2010 - Present

- Design creative website layouts
- Design & Develop custom websites for WordPress and other CMS
- Communicate with client to discuss solutions to client needs
- Communicate directly with sells people to devise best plan for client
- Develop responsive websites using HTML, CSS, PHP & JavaScript

### EDUCATION

**University of Kentucky**  
**College of Business**

Fall 2003 to Fall 2006

**Spencerian College**  
**Degree in Graphic Design**

Summer 2008 to Spring 2010

### WHY WE SHOULD WORK TOGETHER

- + Ability to work alone or in a collaborative, creative group
- + Passion for learning how, when I don't initially know how
- + Ability to conceptualize and think visually
- + Wide range of skills