

# Laura Nicole Davila

## TECH

### Top 3 Tech Skills

1. HTML, CSS, & SASS
2. Javascript & jQuery
3. Git & JIRA

#### Additional Tech Experience

A/B Testing  
Prototyping  
PHP & Ruby & Python  
MySQL & SqLite3  
MVP & OOP Development  
AngularJS  
Content Management Systems  
*Drupal and Wordpress*

## CREATIVE

### Top 3 Creative Skills

1. Web Design
2. Illustration
3. Digital Animation

#### Additional Creative Experience

UX/UI for digital products  
Graphic Design  
Storyboarding  
Photo editing & manipulation  
Production Design for Film  
Motion Graphics  
DSLR Photography  
Video & Audio Editing

## TEAM PLAYER

### Professional Strengths

Thrives in collaborative environment

Enjoys serving as liason between design and tech

Experience with Agile design & presenting work to stakeholders

Life-long passion for learning

Ps Ai Id Pr Fl Ae Final Cut Pro Maya  
Sketch Principle InVision Keynote

## RECENT EXPERIENCE

Whole Foods Market February 2015- Present  
Web Designer

*Improved existing and designed new customer-facing digital experiences with iterative design, front-end development, and cross-team collaboration.*

*Designed a streamlined video playback experience for WholeFoods-Market.com and built functionality with Youtube API.*

*Added Newsletter sign-up across multiple touch points on website in collaboration with Drupal developers. Enhanced submission and form validation design.*

*Projects include: "Eat Real Food" campaign, Careers page refresh, and Smoothie Builder*

Freelance Design & Animation May 2012 - Present

*Plan and produce projects from sketch to final deliverable.*

*Incorporate feedback and provide recommendations to clients*

TEKSystems May 2014 - February 2015

Front-End Developer at Whole Foods Market

*Updated and maintained several experiences across website in support of marketing initiatives, including the launch of the Values Matter campaign and Specialty department programs.*

Progressive Change Campaign Committee June 2013- May 2014

Web Developer

*Served as Front-end developer on projects designed to ease campaign process for new candidates, including P100training.com and the PIES Campaign Tools suite. Updated logic of Newsletter sign-up for better return-visitor experience.*

## EDUCATION

Bachelor of Science

*Radio Television Film*

University of Texas at Austin

GPA: 3.98 *Distinguished Scholar*

College of Communication Senior Fellow

Elements of Computing Certificate

## EXTRA

Coding4TX Volunteer

*Mentored young developers participating in hackathon. Provided support for HTML/CSS*

WE Con 2017 Volunteer Designer

*Aligned conference branding with non-profit brand to improve clarity. Designed posters, social media graphics, and website for 2017 Women's Empowerment Conference.*

Studio Intern with Katie Cowden

*Increased production of laser-cut jewelry. Help with event tabling and studio organization.*

17th Annual Knowbility OpenAIR participant

*Volunteered with team to make non-profit organization website accessible for more users*

*See some samples & get in touch* (956)2067032 +LND337@GMAIL.COM +LAURANICOLEDAVILA.COM