

# EMILYA NAYMARK

## Contact

516-850-6372  
emilya@emilyanaymark.com  
www.emilyanaymark.com

## Skills

UX/UI User Experience

Front-End Web Development

HTML5

CSS / SASS / Bootstrap

React

VUE

Search Engine Optimization  
(SEO)

JavaScript

JQuery

Google Analytics

Google Tag Manager

Google Search Console

## SENIOR UX/UI DESIGNER & FRONT END DEVELOPER

Innovative **UI/UX Strategist** with 15+ years of experience creating human-centered digital experiences and driving digital transformation. Expert in user research, information architecture, and front-end development with a proven track record of improving conversion rates, enhancing accessibility, and delivering exceptional user experiences across complex enterprise systems. Skilled at leading cross-functional teams and managing stakeholder relationships to deliver high-value digital solutions.

### Design Philosophy

Creating intuitive digital experiences through expert front-end development and human-centered design. Specializing in responsive, human-centered design with deep expertise in accessibility (ADA/WCAG), analytics implementation, and seamless technical execution.

### Core Competencies

- **Front-End Development:** HTML5, CSS3/SASS, JavaScript, React, Vue.js, Responsive design, Semantic markup, Progressive enhancement
- **UX Strategy & Research:** User interviews, Personas, Journey mapping, Usability testing, Information architecture, Heuristic evaluations
- **Design & Prototyping:** Wireframing, High-fidelity prototyping, User flow design, Design systems, Component libraries, Accessibility (508 Compliance, WCAG)
- **Development:** HTML5, CSS3/SASS, JavaScript, React, Vue.js, Responsive design, Semantic markup
- **Analytics & Optimization:** GA4 implementation, Google Tag Manager, Tagging strategy, Data analysis, A/B testing, Conversion optimization
- **Accessibility:** ADA compliance, WCAG 2.1 AA implementation, Section 508, Accessible design patterns, Screen reader compatibility
- **Collaboration:** Agile methodology, Design thinking, Stakeholder management, Cross-functional leadership

### Technical Skills

- **Development:** HTML5, CSS3/SASS, JavaScript, React, Vue.js, Bootstrap, Git, npm, Webpack, Python, Salesforce
- **Design:** Figma, Adobe XD, Sketch, Adobe Creative Suite, InVision, Axure, InDesign
- **User Research Tools:** A/B Testing, Google Analytics, Google Tag Manager
- **Analytics:** GA4, Google Tag Manager, Data Studio/Looker Studio, Hotjar, Optimizely, User Testing
- **CMS Platforms:** Salesforce, IBM WebSphere, WordPress
- **Workflow:** Git, JIRA, Agile/Scrum methodologies, Confluence
- **Compliance:** ADA/WCAG standards
- **Accessibility:** WAVE, axe DevTools, NVDA, VoiceOver

### Professional Experience

VS Code

Brand Management

Usability Analysis / UX / UI

Git

ADA Compliance

Ajax

PHP

Salesforce

IBM WebSphere

## Senior UI/UX Designer & Front-End Developer

Crown Awards, Hawthorne, NY | February 2014 – Present

- **Developed** responsive, cross-browser compatible interfaces using Vue, React, HTML5, CSS3/SASS, and JavaScript
- **Built** reusable component libraries and implemented modern front-end architecture using React hooks and context API
- **Implemented** complex animations and micro-interactions using CSS3 and JavaScript
- **Coded** semantic HTML markup and ARIA attributes to ensure accessibility compliance
- **Developed** custom JavaScript solutions for complex user interactions and data visualization
- Brought websites into full ADA (WCAG) compliance through code refactoring and semantic markup
- Implemented GA4 and Google Tag Manager with custom event tracking and enhanced e-commerce data layer
- Redesigned user interfaces and shopping flows, resulting in a 30% increase in conversion rates
- Created and maintained modular CSS architecture following BEM methodology
- Collaborated with back-end developers to optimize API integration and data flow
- Reimagined e-commerce UX through comprehensive research and iterative design, increasing conversion rates by 30%
- Established advanced tagging strategy to capture user behavior across multiple touchpoints, improving attribution modeling
- Conducted comprehensive user research and usability testing, improving task completion rates by 35%
- Developed user personas, journey maps, and information architectures for complex systems
- Created and implemented company-wide design system, reducing development time by 40%
- Facilitated discovery activities and workshops, leading to innovative solutions for business challenges
- Designed and optimized user interfaces adhering to U.S. Web Design System guidelines
- Implemented information architecture improvements, enhancing content discoverability by 40%

## Manager, E-commerce & UX

1800Flowers, Carle Place, NY | August 2007 – February 2014

- **Developed** and maintained front-end codebases for multiple brand websites using JavaScript, HTML5, and CSS3
- **Migrated** sites from table-based layouts to modern semantic HTML and CSS architecture
- Led UI/UX improvements for multiple brand websites through user research and iterative design processes

- Collaborated with product managers, developers, and stakeholders to redesign and migrate sites to IBM WebSphere
- Created user flows and conducted usability testing to improve checkout experience, resulting in a 20% reduction in cart abandonment rates
- Designed and prototyped social media features, increasing brand engagement by 25%
- Advocated for and implemented user-centered design principles across multiple brands

## Front End Designer/Developer

**Bookspan, Garden City, NY** | July 2004 – August 2007

- **Developed** interactive web applications using JavaScript, HTML, and CSS
- Collaborated with development teams to ensure proper implementation of UX designs
- Designed and developed user-centered sitelets and mini sites with emphasis on both creative vision and usability
- Created and tested interactive online flipbook experiences, allowing company to move promotional efforts in-house
- Collaborated with marketing teams to understand user needs and translate them into engaging digital experiences

## Education

### **B.A.: Fine Arts**

*School of Visual Arts - New York, NY*