

# Kayla Wagner

WEB DIRECTOR • DEVELOPER • DESIGNER

---

## CONTACT

☎ 641-680-1076

✉ kcraycraft@hotmail.com

📍 Ankeny, Iowa

## EXPERTISE

**Technical:** Frontend web development, WordPress theme development, UI/UX design, HTML, CSS/SCSS, Javascript, jQuery, PHP, Git, version control

**Software:** MS Office, Google Suite, Adobe CC, Quickbooks, Active Campaign, Amplitude, MailChimp, Monday, Jira, Trello, Slack, Figma, UXPin, Tower (Git), Bitbucket, Visual Studio Code, Coda/Nova, DeployHQ, CodeKit

**Leadership:** Management of 3 full-time developers, professional EOS training and ongoing implementation, sales, client nurturing, employee onboarding and mentoring, company KPI / scorecard tracking, business strategy & growth initiatives, team building

**Project Management:** Process and efficiencies development, sprints management, client communication and expectation management, progress tracking, invoicing, client onboarding, sprint planning, deliverables and scope management

**Professional:** Adaptability, time and priority management, delegation, active listening, problem solving, continuous improvement implementation, research and discovery, proactive and highly-motivated

## EDUCATION

**Associates of Science, Graphic Design**  
*Des Moines Area Community College (2016)*

**Web Development Certificate**  
*Des Moines Area Community College (2016)*

## WORK EXPERIENCE

### Web Director

**Farmboy Web Development + Marketing** 2021 - Present

- Manage a web development team consisting of 3 developers
- Direct web projects from initiation to launch, achieving an average of 20 completed websites annually
- Maintain relationships with 90+ ongoing web hosting & maintenance clients
- Lead project strategy including business discovery, key stakeholder interviews, technical requirements, site architecture & content planning, business goals definition, persona development, and prototyping
- Lead Web UI/UX design strategy, execution, and handoff to developers
- Sales and deal management
- Employee hiring, onboarding, and training
- Serve on the leadership team with the following responsibilities:
  - Implementation and continuous improvement of processes and systems
  - Scorecard tracking
  - Company benefits development
  - Long-term & short-term vision definition and tracking
  - Participate in bi-monthly leadership meetings
  - Facilitated company growth from 4 employees to 12

### Lead / Web Developer

**Farmboy Web Development + Marketing** 2016 - 2021

- Led web development team
- Developed custom WordPress themes based on client requirements
- Developed an internal base WP theme for use on client projects to expedite the development process
- Served as the go-to for complex technical solutions
- Performed website maintenance tasks such as updates, backups, restorations, and security enhancements
- Designed wireframes and mockups in alignment with brand and technical direction
- Mentored new employees
- 50+ websites developed, 70+ websites actively maintained

### Member Service Representative

**Veridian Credit Union** 2013 - 2016

- Processed member transactions with proficiency at an average of 80 - 100 transactions per day
- Performed account maintenance with proficiency
- Assisted with member's requests to achieve member satisfaction (average of 97% satisfaction rating based on individual surveys)