

Melissa Lau

Web Developer & Designer

401 - 450 -4956

mel@melau7.com

Warwick, Rhode Island



As a versatile Web Developer and Designer with over 20 years of experience, I specialize in delivering dynamic, user-centric websites and digital assets that enhance engagement (brand). Working as a Freelance Designer/Developer for over a decade I have encompassed both design and marketing, with a strong emphasis on web development. Leveraging skills in CSS, PHP, HTML, and Javascript, I have also successfully transformed websites, enhancing user engagement through an intuitive WordPress design and CRM. These experiences underline a deep-seated dedication to blending art with technology to elevate customer experiences.

EXPERIENCE

Dept/MET Supervisor, MET Associate

Home Depot | 2017 - Present

- Enhanced productivity by streamlining workflows and setting clear expectations.
- Maintained team efficiency by applying leadership and problem-solving skills.
- Improved customer satisfaction through timely responses and effective solution .
- Resolved team conflicts to foster a harmonious and productive environment.
- Enhanced team communication tpromoting open dialogue.
- Increased team productivity by training and mentoring staff on best practices.

Web Developer / Designer

Freelance | 2001 - Present

- Enhance user experiences by designing responsive websites.
 - Utilizes HTML, CSS, PHP, XML, CRM and JavaScript .
- Collaborated with clients to define tailored web project requirements effectively.
- Visualized design concepts through wireframes and prototypes.
- Boost website visibility and search rankings through effective SEO practices.
- Streamline design processes using modern tools like Figma and Adobe XD.

Web Engineer

Admax Local | May 2015 - Jan 2019

- Improved user engagement on landing pages and website
- Redesigned and maintained site features .
- Utilized PHP, JavaScript, CSS, HTML, Mustache, Wordpress, and XML
- Developed and launched responsive web applications.
- Led implementation of agile methodologies to enhance project efficiencies.
- Optimized website performance through code reviews and debugging.
- Collaborated with cross-functional teams to define requirements and specs.
- Drove continuous improvement initiatives for enhanced user experience.

Mobile Services Manager

MoFuse, Inc | Sep 2012 - Nov 2013

- Increased mobile site efficiency by developing custom WordPress sites using APIs.
- Led service team , boosting customer satisfaction and operational performance.
- Created dynamic CSS and templates to enhance site usability and versatility.
- Enhanced site functionality through advanced coding in CSS, JavaScript, and PHP.
- Streamlined mobile site creation for partners with rapid onboarding solutions.
- Oversaw daily operations, ensuring seamless service delivery.
- Collaborated with cross-functional teams to align service strategies with objectives.
- Analyzed service metrics to drive strategic improvements.

Web Specialist II

ADP Dealer Services | Jan 2006 - June 2012

- Enhanced dealership websites, improving user engagement.
- Directed accurate vehicle model video tours, integrating data with OEM specs.
- Oversaw video content production, ensuring high-quality scripts and distribution.
- Aligned digital projects with client visions and deadlines through collaboration.
- Created logos and graphics, resolving coding and design challenges efficiently.
- Developed and maintained web applications to enhance user experience.
- Collaborated with cross-functional teams to define requirements and objectives.
- Implemented SEO strategies to improve site visibility and traffic.

INFORMATION

Portfolio: <https://www.melau7.com>

LinkedIn: <https://www.linkedin.com/in/melau7/>

Alignable: <https://www.alignable.com/warwick-ri/mel-lau>

EDUCATION

Bachelor's of Fine Arts | Northern Michigan University

- Major: Art and Design
- Concentration: Electronic Imaging

High School Diploma | Cranston High School East

- Computer and Math Team
- National Honor Society
- Foreign Language Honor Society (Italian)

SKILLS, LANGUAGES & TECHNIQUES

- WordPress
- Project Management
- Project Planning
- Organization
- PHP
- CSS
- Customer Support
- Front End Development
- Team management
- Figma
- English
- UI / UX Design
- XML
- Communication
- Adobe Creative Suite
- Search Console
- HTML(5)
- JavaScript
- Merchandising
- Usability Testing
- Teamwork
- Technical Support
- Analytics
- Usability Testing

REFERENCES

Available upon request